

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVI. NEW YORK, FEBRUARY 10, 1904.

No. 6.

## St. Louis, Missouri

(The Solid City)

### Where Prosperity is Permanent

#### In St. Louis

Just west of the great East, and  
just east of the great West,

#### There is Something Doing

**The World's Fair**, the largest the world has ever seen, opens April 30th. The March forms of **The Woman's Magazine**, the largest publication in the world ("over" 1,500,000 copies each issue), close February 17th.

If interested in advertising write us and let us explain to you the **Woman's Magazine Basis** of transacting business with its advertising patrons.

Eastern Representative  
A. A. HINKLEY  
Flat Iron Building  
New York

#### The Woman's Magazine

(Largest Circulation in the World)  
St. Louis (World's Fair City), Mo.

Western Representative  
GEO. B. HISCHE  
Hartford Building  
Chicago

# \$5.00 Per Year.

The business of the future will be largely carried on by advertising. Whoever has anything to sell must make that fact known, and do it in such a way that people will buy. Effective advertising means success. No advertising or poor advertising means failure. Hence it has come to pass that the adwriter is one of the most necessary persons connected with a business house, and the success or failure of the business depends upon him or her as much as upon any person.

Thus the ability to write good ads gives a paying place in the business world, and the question, "How can I become a successful adwriter?" is being asked by many. The answer can be given in three words, **READ PRINTERS' INK**. How fully the words answer the question can be learned from the following facts:

**PRINTERS' INK** is a practical guide to all kinds of advertising, and to the writing of all kinds of advertisements. In it successful advertisers tell their stories. You are taken into the offices of successful business men, are enabled to sit down and hear them tell what they have done and how they have done it. Thus **PRINTERS' INK** readers learn right from the men who make a success of advertising, how to advertise.

**PRINTERS' INK** in its weekly pages covers every sort and kind of advertising, and does it thoroughly. It speaks with authority upon all matters connected with publicity. It does not chronicle the theories of dreamers, but gives practical instruction, counsel and advice upon all points in its chosen field. Being a weekly publication and costing only **ten cents** a number, or **five dollars** a year, it can be subscribed for, read and studied by any one understanding English. No other advertising periodical begins to approach it in excellence and service to subscribers, and it is not only much lower in cost, but is vastly *superior* in practical excellence to any of the so-called advertising courses.

Many young people whose starting point was the reading of **PRINTERS' INK** are now earning large salaries as adwriters and ad managers. Young men and women who desire to become proficient in the art of writing advertisements can do it by reading and studying this journal, and there is no better way to accomplish this. The pages of **PRINTERS' INK** give the most and the best instruction in every phase of adwriting that can possibly be found.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLVI.

NEW YORK, FEBRUARY 10, 1904.

No. 6.

## THE MAGAZINE WITH A MILLION AND A HALF.

10 mills make 1 cent,  
10 cents make 1 dime,  
10 dimes make 1 dollar,  
10 dollars make 1 eagle.

Publishing a monthly magazine at a subscription price of ten cents a year looks like frittering business—if one look superficially. In the case of the *Woman's Magazine*, St. Louis, many people look superficially.

Two advertising solicitors were reviewing desirable magazines in a downtown restaurant not long ago, with a view to proprietorship. Both agreed that they would be willing to own such magnificent properties as the *Ladies' Home Journal*, *Collier's*, *Saturday Evening Post*, *McClure's* and *Munsey's*, or even to be part owners. "How about the *Woman's Magazine*, of St. Louis?" was suggested. "What!" they exclaimed together; "own a publication that sells for ten cents a year? Why, it's a losing proposition on the face of it." Their pity was profound, and as they had never reckoned up the number of dollars in a million and a half dimes, it probably did not occur to them that the publisher of the *Woman's Magazine* could have bought them as they sat.

The subscription price of the *Woman's Magazine* is the most prominent fact about it, in the minds of advertising men. The publishers, however, consider this one of the least facts, and a little simple arithmetic shows that there is no black art in the production of a monthly journal at this price. The income from subscriptions at the present circulation is something more than \$150,000 yearly, and with the company's facilities for printing a thirty-two page paper each month there is a profit of

nearly twenty-five per cent after all expenses of editing, printing and mailing have been paid. This leaves the advertising revenue as clear profit. The rate per line in the *Woman's Magazine* to-day is \$6. It enjoys the highest rate of any publication in the world save the *Ladies' Home Journal*. The latter's columns are a trifle wider, so that by a little hair-splitting the *Woman's Magazine* rate is really highest. In the February issue are printed 10,000 lines of advertising, bringing in about \$55,000 net. The publishers expect to print 15,000 lines in the March issue. If the advertising revenue per month averages \$50,000 during the next year that will be an income of \$600,000. Wipe out the profit on subscriptions and appropriate half the advertising revenue for additions to plant, advertising or what not, and there still remains a dividend of twenty-five per cent to be declared on the capital stock of the Lewis Publishing Co.—\$1,200,000. This corporation also owns another ten-cent monthly—the *Woman's Farm Journal*, claiming circulation in excess of 500,000 per issue.

The omnipotence of the dollar is conceded.

But what about the Almighty Dime?

"Making profitable magazines at ten cents a year is no trick at all compared with convincing advertisers that subscribers at this low rate are worth cultivating," said A. P. Coakley, advertising manager of these monthlies, while in New York recently. "But the methods we have followed in building up this great body of readers show that they are not cheap people. In the very first year of the *Woman's Magazine*, five years ago, we spent \$75,000 in all sorts of periodicals for subscription adver-

tising—the high class magazines, daily newspapers, agricultural and religious journals. Advertising built our circulation. This year our subscription advertising will run to fully \$130,000 because of the World's Fair. We have never offered any premiums, nor advertised by means of the puzzle schemes used by some publications. All advertising has been a straightforward subscription proposition, and we get more net cash for our subscriptions than ninety-five per cent. of the monthly publications. At expiration the subscriber's paper is sent in a green wrapper. Any more elaborate way of soliciting renewals is out of the question. Yet we average seventy per cent. of renewals among the readers who have come to us through high-class publications. Our advertising columns are watched vigilantly, and we let it be known that any money loss that a reader may suffer through a swindling advertisement will be made good. In our safes are vouchers that show we have paid such losses. All fraudulent and nasty medical advertising is excluded from our columns. There is every incentive for people to buy from our advertising columns, and every safeguard thrown around them. When a woman sees something advertised that she wants these are the considerations that weigh with her. The last thing she thinks of is the price of the magazine in which the ad appears—if she thinks of it at all. Yet we have had to combat this idea of cheapness, and it is still strong. There isn't anything cheap in a paper for a dime a year on such a large scale. Some of the magazines that have a nominal subscription price of fifty cents or a dollar are really sold at clubbing rates no higher. It may interest you to know that within the past year thirty publications, many of them in the East, have frankly come down to the ten-cent price. And within thirteen months our advertising rate for the *Woman's Magazine* has gone up by stages from \$1.75 a line to \$6. Yet our advertisers have seen the raise and stayed each time, and there has

been a gain in new business of more than sixty per cent. In every issue last year except three summer months we omitted business for lack of room, and now the magazine has been enlarged to thirty-two pages to accommodate advertising. In renewing subscriptions readers often tell what they like or dislike about the paper. One woman said not long ago that she liked the *Woman's Magazine* because it had so many advertisements. This may look humorous to any one living in a city, with its big stores and other advantages for buying, but it is a very matter of fact point of view for a woman who must do three-quarters of her shopping by mail. I said that readers often tell us what they dislike. Something more than a year ago we began to accept liquor advertisements from reliable firms. In two months we received so many protests from readers who said they didn't want to let publications with this advertising into their homes that we stopped it altogether."

There are between 75,000 and 80,000 post offices in the United States. Nobody has succeeded in naming one at which the *Woman's Magazine* has not a paying subscriber, however, though many advertisers and agency men have hunted up obscure villages and crossroads in the endeavor to stump the mailing lists. The journal is now said to reach one in every ten homes in the United States. The circulation is largely confined to small towns. About 20,000 copies sell on the newsstands at a penny because the demand could not be ignored. This class of circulation is discouraged as much as possible. The press-room of the Lewis Publishing Company is in a one-story building of its own, separate from the offices. Five double-deck Kidder perfecting presses and seven double-deck Meihle rotaries turn out the 2,000,000 copies of the *Woman's Magazine* and *Woman's Farm Journal* in seven days of eight hours each, so that 8,000,000 papers could be produced each month in ordinary working hours



if necessary. Into the great press-room are switched postal cars—seven of them can be backed in opposite the presses and the doors closed. A five-year arrangement has just been made with the Post

portion work on the subscription lists, which are as well taken care of as those of a \$4 magazine. Half a bushel of dimes are received in the average morning's mail. As many as 21,000 subscriptions have



MR. A. P. COAKLEY,

Advertising Manager of the *Woman's Magazine* and the *Woman's Farm Journal*.

Office Department whereby the papers have their own postmaster in the pressroom, which is sub-station of the St. Louis post office. Of the 700 employees a large pro-

been received in a single mail. Ten girls do nothing but change subscribers' addresses, and it is found that attention to the mailing list results in a saving of copies that

pays for the work. Strangely enough, this huge number of papers is addressed entirely by hand every month, ten gallons of writing ink being used on the wrappers. No automatic addressing system has been found equal to the needs of the magazines. A reward is paid to any employee who finds an error in the mail list. Some thousands of copies go to foreign countries. Odeon, a Turkish town on the Black Sea, for example, has forty subscribers. Inquiry showed that this is the home of an English school.

At the last tabulation the distribution of subscribers of the *Woman's Magazine* was as follows:

New York .....	197,605
Ohio .....	125,989
Illinois .....	122,641
Pennsylvania .....	98,302
Indiana .....	73,420
Michigan .....	63,250
Minnesota .....	62,720
Missouri .....	58,560
Iowa .....	53,249
Massachusetts .....	40,190
Kansas .....	37,429
Wisconsin .....	35,394
Texas .....	29,980
California .....	26,771
Connecticut .....	25,722
New Jersey .....	25,650
Nebraska .....	21,901
Oregon .....	19,466
Oklahoma .....	16,413
West Virginia .....	16,241
Virginia .....	15,780
Vermont .....	15,650
Maine .....	15,590
Arkansas .....	14,037
South Dakota .....	13,106
Kentucky .....	11,732
Washington .....	10,962
Maryland .....	10,550
New Hampshire .....	9,800
Tennessee .....	9,320
Georgia .....	8,600
Colorado .....	8,177
North Carolina .....	7,794
North Dakota .....	6,660
Alabama .....	6,300
Rhode Island .....	5,790
Florida .....	5,400
Indian Territory .....	4,762
Mississippi .....	4,600
Louisiana .....	4,500
Montana .....	4,392
District of Columbia .....	3,980
South Carolina .....	3,901
Idaho .....	3,141
Delaware .....	2,603
Wyoming .....	2,304
Utah .....	2,274
New Mexico .....	1,704
Arizona .....	1,006
Canada .....	34,640
U. S. Possessions .....	2,961
Foreign Countries .....	3,975
St. Louis .....	502

Why do people like the *Wo-*

*man's Magazine*? If seventy per cent. take the trouble to renew subscriptions it can't be altogether the price that attracts readers. E. G. Lewis, founder of the publication, went on the theory that the monthly magazines which circulate in cities do not reach people in small towns—that they are too “literary” and impractical for folks who deal at first hand with the problems of field and kitchen. The leading idea in all magazines that sell on newsstands is “Society.” The fiction is woven around counts and dukes and money barons, the descriptive articles deal with palaces and yachts. This growing emulation of “Society” does not touch the small town, village and farm, however. It is to these that the *Woman's Magazine* goes. Its descriptive articles tell what to do when the rooster's comb freezes, how to make the hens lay, what to do when the baby swallows a potato bug. Its fashion notes are definite—women make clothes by them. Three women of three different temperaments read all articles before they are accepted. The fiction is clean, with plenty of old-fashioned love and no psychology.

The publishers are making elaborate plans for increasing the subscription lists during the World's Fair in St. Louis this summer. The office building of the *Woman's Magazine*, with its mechanical plant, are attractions as good as any in the fair itself. On the first floor of the office structure are the business departments of the two journals. The floors are mosaic, and the fittings white and green marble, set off by bronze and mahogany. Rising in the center is a grand staircase of white marble and bronze. It cost \$17,000, and leads to the editorial offices on the second floor, the subscription files on the third and fourth floors, and a great banquet and entertainment hall on the fifth story, above which is the copper dome, thirty-five feet from the floor. On top of the dome is a huge searchlight, of 6,000,000 candle-power, capable of throwing its electric beams to Kansas City, 280 miles away, on clear nights. At one end of the pressroom, which

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## ***THE SATURDAY EVENING POST***

has a larger *paid* circulation than any other weekly periodical in America.

**669,700 Copies**

was the net paid-for edition last week. No returned unsold copies from newsdealers; no unpaid subscriptions; no free sample copies to inflate its circulation figures.

Every copy is sold or subscribed for solely for its contents. There is no other inducement.

is 100 by 275 feet, a balcony with shrubs and flowers has been provided for sightseers. Five acres of lawn and flowerbeds surround the buildings, which overlook the exposition grounds. Through the two magazines subscribers are to be invited to visit the plant, while large ads in the St. Louis papers will bring those who are not familiar with the publications. Subscriptions will be taken from visitors. Five-year subscriptions are now common in the daily mail, but during the fair two dollars will pay for a life subscription. It is worthy of note that the interest on two dollars at five per cent pays for a subscription perpetually, leaving the capital unimpaired. Mr. Coakley believes that the circulation of the *Woman's Magazine* will exceed 2,000,000 by the end of the present year.

The *Woman's Farm Journal* is somewhat like the *Woman's Magazine* in character, but gives more attention to farm matters. Its present size is sixteen pages. Both journals have been advertised alternately with the Indiana "Star League" on the first page of **PRINTERS' INK** the past eight months. Mr. Coakley was asked what effect this advertising had had on the publications.

"Our magazines were almost unknown in the East when we began advertising in **PRINTERS' INK**. While they are now better understood, I can't say that we have made the same impression among Eastern advertisers as in our own territory. The ten-cent subscription price creates a false idea of the magnitude of the business we have built up in less than five years. When the late Philip Armour was in Europe one time somebody pointed him out to a London lackey as a butcher. The lackey asked Mr. Armour how many cattle he killed in a day. 'Five hundred,' was his reply. 'But Mr. Armour, why did you tell him that when you know that you kill ten thousand every twenty-four hours?' a friend remonstrated. 'Well, I told him all I thought he'd believe,' Mr. Armour replied. In a trip through the East, just completed, I have

often found it politic to tell no more about our plant and magazines than I thought would be believed. It's hard to convince advertising men that we have out there in St. Louis the finest building and equipment owned by any publication in the world. During the World's Fair, however, we hope to entertain the advertising public and let them see for themselves. One fact has been thoroughly established everywhere, and that's our circulation. **PRINTERS' INK**, the American Newspaper Directory and the Roll of Honor have put it beyond question. After the third appearance of the *Woman's Magazine* in the Roll of Honor I received a letter from a large concern in Michigan, stating that our card in the Roll of Honor had been noticed, and asking for further information about the journal. Ten days later I closed a contract with that house for \$10,000 worth of space. We spend a good deal of money to reach advertisers. It is one of our rules never to use a trade journal that disposes of space on the exchange basis, for cash advertising in such publications thereby loses force. Advertisers hold exchange ads very lightly, but when they know that all space is paid for in cash, as in **PRINTERS' INK**, the publication using such space gains dignity. In our subscription advertising we spend more money than any other publications except those of the Curtis Publishing Company. The *Woman's Magazine* and *Woman's Farm Journal* are advertised in two separate classes of mediums, the latter being confined chiefly to agricultural papers. We do this to prevent duplication of our own circulation. The two publications practically reach 2,000,000 separate homes. There is as little duplication as if they were published in different cities by different firms. A large percentage of our advertisers are in both journals. A list of about 8,000 advertisers is steadily circularized with sample copies, circulation reports and general literature. One little trick we have found very effective. An advertising manager, in calling attention

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*Little Lessons in Publicity—Lesson 21.*

# THE ONE MAN

Representing the one paper in six one-paper cities.

In advertising parlance, this means cities that can be thoroughly covered by one daily paper. There are not many papers in this class. The select half dozen mediums mentioned below cover their respective cities so thoroughly that any other advertising is largely duplication.

## THE WASHINGTON STAR

Is the one paper in Washington, D. C.

## THE BALTIMORE NEWS

Is the one paper in Baltimore.

## THE INDIANAPOLIS NEWS

Is the one paper in Indianapolis.

## THE NEWARK NEWS

Is the one paper in Newark, N. J.

## THE MONTREAL STAR

Is the one paper in Montreal.

## THE MINNEAPOLIS JOURNAL

Is the one paper in Minneapolis.

Don't experiment in one-paper cities. Take the one paper and you will win. For detail plan covering the above cities write the one-paper man.

**M. LEE STARKE,**

**Tribune Building,  
NEW YORK.**

**Mgr. General Advertising.**

**Tribune Building,  
CHICAGO.**

Attorney replied in a reply through your office. An effort  
the East, just completed. I have being managers in calling attention  
to be made on page 10.

to his paper by correspondence, will almost invariably send sample copies in a separate cover to save postage. I always mail them with the letter, let the postage be what it will. It pays. We urge advertisers to key their ads—that is, when urging is necessary. The greater number of our advertisers do business by mail. In no other field of advertising is there so little guesswork. Some business houses are satisfied with general publicity, and others still let their announcements run years at a time without a change in trade journals. But the mail advertiser is looking for results—results—results. He keys his ad and watches queries and sales eternally. If the medium doesn't pay after a short trial, out goes his advertisement. He has no idea of using advertising space for general publicity, and you've got to make good with him. I think the strongest proof of the worth of our publications is the advertising that we carry, looking at it in the light of the conditions that obtain in our field. A departure that we have made, which places us above the old time mail order publication, is the fact that every copy of our more than one million five hundred thousand copies each issue is printed on the same weight, grade, and stock of clean, white machine finished paper. To the advertiser whose copy carries illustrations, especially of half-tones, this means that his advertisement will work up clearly in every copy of the *Woman's Magazine*. The practice of printing four or five thousand copies on a good grade of calendar finished paper with which to work and solicit advertisers and the running off of the balance of the edition on a poor grade of light "news" is not indulged in by our concern. Another feature is that we guarantee the correct combining of the key in the ad with electrotypes and their working up properly in the advertisement. These two features, together with our definite and unequivocal circulation guarantee, which appear in our rate card, are conditions of contract under which we accept advertising for our col-

umns. Another thing that will interest readers of *PRINTERS' INK* is the comparison of relative space obtained by the use of magazine advertising and billboard advertising. In a single page of the *Woman's Magazine* there is 108 square inches of space. This multiplied by 1,500,000 gives an advertiser the same relative amount of space, or to put it in perhaps a plainer way, to obtain the same surface space, would require a billboard or sign ten feet high and twenty miles in length. If the sign is but five feet in height, it would mean that the length would be forty miles."

JAS. H. COLLINS.

#### SHREWD WAYS OF ADVERTISING.

The shrewd ways of advertising are not all originated in this country. Our patent medicine men may make the rocks and cliffs cry out for them; our merchants may make sandwich men and women and working horses tote their signs from place to place during the hours of the day and the great newspapers flash their bulletins by night across the sky; and yet it remained for a Quebec shoe dealer to make every man, woman and child his stamping machine and advertiser at every step. With every pair of shoes sold the dealer gives a pair of overshoes, on each sole of which a matrix is cast announcing his place of business, etc. At every step of his rubbered patrons he gets an announcement in the snow, and his winter cards are strewn along the earth wherever his patrons roam. As a winter novelty, this seems to be a great success, for it impresses into the dealer's daily service, without extra cost, all who patronize him.—*The Ad-Writer*.

#### BUSINESS EXPRESSION ILLUSTRATED.



"A PAYING POSITION."



# The Nashville Banner

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THE BANNER is the only Nashville daily that has  
published a circulation statement during  
past six months.

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## Sworn Circulation Average

July 1, 1903, to Jan. 1, 1904,

# 19,711

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THE BANNER's subscription price is the highest,  
its circulation is the largest, and it carries more local  
and more foreign advertising than any other  
Nashville newspaper.

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**Vreeland-Benjamin Special Agency,**

150 Nassau Street, New York.

Tribune Building, Chicago.

**BANNER PUBLISHING CO., NASHVILLE, TENN.**

## ABOUT TWO MAGAZINES.

The "money back" policy is now maintained by a dozen or more widely circulated publications, and the number is growing. If a reader suffers loss through an advertisement in one of them the publisher makes it good, and so announces in his editorial heading. Some publishers impose conditions, such as requiring that the complaint shall be made within a month after the appearance of the advertisement, that the reader shall have mentioned the publication in writing to the advertiser, and so forth. Probably these conditions are not interpreted in strict accord with the letter in actual complaints, however, for the number of claims received by such publications is smaller than one would think. At the office of the *Ladies' Home Journal* and *Saturday Evening Post*, with their combined circulation per month of fully 3,500,000 copies, the claims paid do not average more than two per month. The following letter shows that a liberal interpretation of the "money back" policy is made when the claim is valid. The complainant was a man who had ordered goods to the value of \$25 from an advertisement in a copy of the *Saturday Evening Post* eight months after publication. The advertisement had ceased to appear in the paper, and some two or three days after the complainant's check was received by the advertiser he made an assignment. The check had been cashed, and the money was hopelessly entangled in the bankrupt business. Complaint was made to E. W. Spaulding, advertising manager of the two publications, and after investigation he sent a check for the full amount with this letter:

January 12, 1904.

Dear Sir—Since receiving your letter of January 5, we have been making some inquiries relative to the ..... business, and we are not at all satisfied with what we learn. The main facts in the case, however, are that you saw the ..... advertising in the *Saturday Evening Post*, and that you answered it. You did not answer it for eight months after the advertisement appeared, and the merchandise you ordered was not the item advertised in the issue of the *Post* in which you saw the announce-

ment. That does not make any difference to us, however, for our guarantee is broad enough to cover anything. We do not ask whether you mentioned to the advertiser that you saw his ad in the *Saturday Evening Post*, and it does not make any difference to us that you did not advise us within the month in which the *Post* was published that you had written to the advertiser. We take pleasure in sending you herewith check for \$25 in payment for the amount you sent to ....., and which there is little likelihood that we will recover from the advertiser. Yours very truly,

THE CURTIS PUBLISHING COMPANY,  
E. W. SPAULDING,  
Advertising Director.

In another instance a woman in Colorado lost \$2.50 which she sent for an article advertised in an issue of the *Ladies' Home Journal* three years old. After investigation her money was refunded, and she probably told a good many people of the incident. Mr. Spaulding receives perhaps a dozen groundless complaints every month, but on investigation they show that the reader has simply misunderstood the advertisement. With such a guarantee behind the advertising that appears in the two publications a rigid censorship must be exercised over the advertising accepted. In a recent month about 2,000 lines of advertising rejected by the *Ladies' Home Journal* was considered good enough to print by other high class magazines. Sometimes censorship is applied merely to statements in the copy, and when these are modified according to suggestions they are taken. Some advertisers have a liberal policy in dealing with customers. The National Cloak Company, of New York, makes garments to order for women who send their own measurements. In the very nature of things there are bound to be complaints, for the company does an immense business. Upon the slightest expression of dissatisfaction, however, the complainant is given to understand that money will be refunded without protest. Mr. Spaulding recently accepted from the National Cloak Company the 120th consecutive advertisement that this concern has published in the *Ladies' Home Journal*. It would be interesting to know whether any other advertisement costing so much per

(Continued on page 14.)

# UNDER BOND OF \$50,000

Directed by Milwaukee Merchants, Stuart & Young, Chicago Expert Accountants,  
Examine and Report Upon the Circulations of the Milwaukee Newspapers

## THE EVENING WISCONSIN AND DAILY NEWS FLUNK AFTER GIVING WRITTEN CONSENT

The Journal Leads in Both City and Total Paid Circulation—A Surprise to All Other Newspaper Men

### A PRECEDENT ESTABLISHED FOR ADVERTISERS EVERYWHERE

In October last the merchants of Milwaukee met and decided to request publishers to allow expert accountants, representing the advertisers, to make an examination of their newspaper circulations. Upon all of the publishers signing the agreement a committee of the advertisers engaged Messrs. Stuart & Young, of Chicago, who immediately began work. The report was finished on Saturday, January 23rd, detailed copies of the same being handed to advertisers and publishers. The report is bonded in the sum of \$50,000.

### HERE IS

#### THE REQUEST

DEAR SIRS: We will thank you to sign the agreement.

Signed,

**Gimbel Bros.**

**The Espenhain Dry Goods Co.**

**Boston Store**

**G. M. Barrett Co.**

**Waldheim & Co.**

**Hartman Furniture & Carpet Co.**

#### THE AGREEMENT

We hereby agree to permit your representative to make investigation of all the records in our office pertaining to or having a bearing upon circulation, and to have the findings made public, and to impose no conditions or restrictions whatever.

We further agree to bear our proportionate share of the expense incurred in making such examinations.

**Germania Abend Post.**

By Geo. Brumder.

**Chas. F. Pfister**, for Sentinel.

**Wm. Kronshage, Jr.**, for Free Press.

**Edgar L. Coleman**, for Herald.

**A. J. Aikens**, for Evening Wisconsin.

**L. T. Boyd**, for Journal.

**W. H. Park**, for Daily News.

#### THE REPORT

STUART & YOUNG, 1632 Monadnock Block, Chicago, Jan. 23, 1904.

To the Committee of Advertisers Representing Certain Milwaukee Merchants: Messrs. E. A. Heaney, Julius Simon, F. K. Espenhain—Gentlemen:

We have, in accordance with your instructions, examined the circulation of the following daily newspapers for the year ending October 31, 1903:

The Milwaukee Sentinel,  
The Free Press,  
The Milwaukee Journal,

The Herald,  
The Germania Abend Post

Detailed reports of each of these papers have been handed you this day.

We also presented ourselves at the offices of THE EVENING WISCONSIN and THE DAILY NEWS in accordance with our instructions, BUT WE WERE DENIED ACCESS TO THEIR BOOKS AND RECORDS. (See foot-note.)

Yours faithfully,

STUART & YOUNG.

(NOTE—The publishers of The Evening Wisconsin and The Milwaukee Daily News also refused to allow their records to be examined by the representative of the Association of American Advertisers when requested to do so.)

The following is a transcript of the records made by Messrs. Stuart & Young, and handed to the advertisers, showing the paid circulations of the English papers:

	City	Outside	Total
Journal . . . .	17,946	13,070	31,026
Sentinel . . . .	14,287	15,830	30,157
Free Press . . . .	8,999	10,737	19,736

Including Waukesha The Journal's city circulation for October was 20,100, or 25 percent more than is the combined city circulations of its two evening contemporaries.

The Journal's rate card is based upon a paid circulation of 30,000 daily.

The circulation of The Journal during January will average 34,000 daily.

## THE JOURNAL COMPANY

MILWAUKEE, WIS.

STEPHEN B. SMITH

30 Tribune Bldg., New York City

C. D. BERTOLET

705-707 Boyce Bldg., Chicago, Ill.

issue has been printed steadily for ten years.

\* \* \*

One January day, twelve or fifteen years ago, Cyrus Curtis learned that the advertising in the *Ladies' Home Journal* had reached the stupendous gross sum of \$75,000 during the previous year. He immediately took a train to New York and told his advertising manager that he thought, with hard work, it could be pushed to \$100,000 the coming year. Later, in August, 1895, a mailing card was sent in a rather exulting spirit to the advertising public. It announced that the advertising in the journal for the past twelve months had reached something more than \$300,000. Probably the advertising man who received this card ten years ago said "Gosh!" when he realized what a lot of money that was. In 1903, however, the gross advertising receipts of the *Journal* were more than \$1,500,000. Nor is this the end of growth by any means. Mr. Spaulding prints fifteen columns more advertising in the March, 1904, issue of the *Journal* than in the same month last year, and the receipts are higher by \$20,000. The year 1903 was thought to be high-water mark in advertising, and the talk of business depression prevalent at the beginning of the holiday season rather prepared publishers for a drop in business. But Mr. Spaulding finds more advertising than ever, even under the rigid restrictions laid down by his publications.

\* \* \*

Cyrus Curtis cleaned out his desk in the Philadelphia office before Christmas, and found in the rubbish a savage paragraph from the New York *Press* pointing to the "decline of the weekly" and deriding the *Saturday Evening Post* as a fool scheme generally. This clipping was several years old, and has a certain interest as an antique in the light of the *Post's* status to-day. The present issue is 669,700 copies weekly. Of these something like 400,000 copies go to subscribers, and the remainder on the newsstands, non-returnable. One year ago the *Post* closed a big advertis-

ing campaign for subscribers at one dollar a year, prior to the increase in price to two dollars. Tens of thousands of these dollar subscriptions expired around the holidays, yet the greater number renewed at the present rate, and only about 30,000 are at all doubtful. The *Post's* advertising rate was raised to \$2.50 per line last March, and with the beginning of the present year many old contracts at the two-dollar rate ran out. It is comparatively easy to get new advertisers at an increased rate, but old advertisers do not like to make new contracts at a larger price than they have been paying. Yet practically all have done so, and the paper now goes to press every week with from eight to fifteen columns of advertising for which there is no room, and which must be held over until the following issue. It has been difficult to print the *Post* in numbers sufficient to supply demand. New presses have been put in until Mr. Curtis is fairly tired of buying presses. Arrangements are now being made to run the mechanical plant day and night.

\* \* \*

The attractive advertising of the Greater Georgia Association that recently appeared in the *Saturday Evening Post* has been very successful. From one advertisement setting forth the advantages of Georgia as a State for manufacturers and settlers generally there were received 125 replies, the writers being manufacturers interested in starting factories in the South. Two factories were definitely secured through this single insertion. While these results speak well for the *Post*, they are more interesting in showing that municipal advertising in newspapers and magazines is better than the souvenir books and occasional literature that pass for "municipal advertising." The Greater Georgia advertising is unquestionably the most attractive publicity of its kind that has appeared. It is placed by the Massengale Advertising Agency, of Atlanta.

→→→  
If you are hungry to-day you don't wait until to-morrow to eat your dinner —if you feel the need of advertising, don't wait until to-morrow to begin.

# The Pittsburg Press Covers the Territory

## Hamilton-Brown Shoe Co.

Largest Shoe House in the World

OFFICE AND SALESROOMS

12th St. and Washington Ave.

### FACTORY PLANTS

21st and Locust Sts.  
9th and Marion Sts.  
Jefferson Ave. and Randolph St.  
21st and Olive Sts.  
9th and Souland Sts.

### Capital Fully Paid

\$1,500,000  
Employees 5,000  
Daily Capacity  
31,000 Pairs

St. Louis, U. S. A., Dec. 18, 1903.

Pittsburg Press,  
Pittsburg, Pa.  
Gentlemen :—

We have to-day looked at a copy of your paper of the 12th inst., containing our full page ad, and wish to thank you and your entire force for the splendid manner in which you printed same. WE ARE NOW GETTING A GOOD MANY REQUESTS FOR OUR BOOKLET IN WHICH YOUR PAPER IS MENTIONED, AND WE CONGRATULATE YOU ON THE FACT THAT YOUR CIRCULATION COVERS YOUR TERRITORY IN SUCH A THOROUGH WAY. We will certainly bear your paper in mind in all our future newspaper advertising.

We are mailing you, under separate cover, our "American Lady" show-card for 1904, and trust same will reach you in good shape and please you.

Again thanking you, and with kindest regards, we remain,

Very truly yours,  
HAMILTON-BROWN SHOE CO.,  
A. D. Brown, Prest.

A Voluntary Acknowledgment of the Value of  
**THE PITTSBURG PRESS**  
AS A  
**RESULT GETTER**

C. J. BILLSON, REPRESENTATIVE FOREIGN ADVERTISING,  
Tribune Building, New York-Chicago.

## A LIST OF ADVERTISING AGENTS IN THE UNITED STATES.

In its efforts to compile a complete list of advertising agents in this country, PRINTERS' INK has obtained, by purchase, from Mr. Arthur Koppel, manager of the Publishers' Commercial Union, whose New York office is at Temple Court, No. 5 Beekman street, the list given below. Mr. Koppel asserts that the right of every person mentioned to a place in the catalogue has been investigated and passed upon with approval.

The names designated by an asterisk (\*) are those of members of the American Advertising Agents' Association, of which Mr. John Wesley Barber, No. 150 Nassau street, New York, is secretary. So far as PRINTERS' INK is aware, there is nothing to prevent all the other persons and firms mentioned from becoming entitled to the same distinction (i. e., to have his own \*) whenever willing to apply for membership, put up the initiation fee and agree to pay the annual dues demanded by the association.

### CALIFORNIA.

#### LOS ANGELES.

Wm. P. Bolton.  
Curtis-Newhall Co., 223 West Second st.  
Musselman & Co., 218 South Broadway.

#### SAN FRANCISCO.

Barnhart & Swasey, Examiner Building.  
F. J. Cooper, Examiner Building.  
E. C. Dake, 124 Sansome street.  
Golden Gate Adv. Co., 3400 Sixteenth st.  
Sunset Adv. Agency, 106 Union Sq. ave.

### COLORADO.

#### DENVER.

W. C. Calhoun (Inc.), 1638 Curtis street.  
The National Adv. Co., 1010 Seventeenth street.

### CONNECTICUT.

#### HARTFORD.

Johnstone Adv. Agency, Hartford Fire Insurance Building.

#### NEW HAVEN.

F. H. Palmer.  
\*Geo. G. Fowning.  
W. E. Whittlesey.

### DELAWARE.

#### WILMINGTON.

The Wilmington Adv. Agency, 510 Market street.

### DISTRICT OF COLUMBIA.

#### WASHINGTON.

Louis P. Darrell, Evening Star Bldg.  
Albert I. Shaffer, Adv. Agent, Evening Star Building.

### GEORGIA.

#### ATLANTA.

Geo. S. Lowman, Austell Building.  
Massengale Adv. Agency, Austell Bldg.

## ILLINOIS.

### CHICAGO.

Banning Adv. Co., Marquette Building.  
\*Nelson, Chesman & Co., 112 Dearborn st.  
Chicago Union Adv. Agency, 225 Dearborn street.

Chicago Adv. Agency, 13 Exchange ave.  
\*E. H. Clarke Adv. Agency, 112 Dearborn street.

Commercial Publicity Co., The Temple.  
Cochrane Adv. Agency, Boyce Building.  
G. W. Cornwall & Co., Marquette Bldg.  
Geo. R. Craw, 84 Adams street.

Will H. Dilg Adv. Agency, 165 Washington street.

E. Lewis Eddy, Marshall Field Bldg.  
Chas. M. Fairbanks Adv. Agency, National Life Insurance Building.

\*Fulford, Painter & Tobey, 35 East Randolph street.

\*Chas. H. Fuller Adv. Agency, 114 Dearborn street.

Guenther-Bradford Co., Schiller Bldg.  
Gundlach & Gundlach, 934 Monadnock Building.

L. J. Lee & Co., Unity Building.  
Frank W. Lenhoff, 52 Dearborn street.

Robert John Co., Adv. Agents, Marquette Building.

Lee Adv. Agency, 79 Dearborn street.

\*Lord & Thomas, Trude Building.

\*Mahin Adv. Co., 200 Monroe street.

Manufacturers' Adv. Agcy., Pontiac Bldg.  
Marsh Adv. Agency, N. Y. Life Building.

Richard A. Mathews, 164 La Salle street.

Geo. H. Meade Agcy., 1648 Marquette st.

Miller Adv. Agency, Security Building.

Morgan Adv. Agency, Stock Exch. Bldg.

Page & LeQuatte, 90 Wabash ave.

R. N. A. Bureau of Gen. Publicity, 171 Washington street.

Theodore P. Roberts, 112 Dearborn st.

Scripps Adv. Agency, Safe Building.

Snyder & Johnson Co., Ellsworth Building.

J. T. Snitzler Adv. Co., 1007 Trade Building.

\*J. L. Stack, Record-Herald Building.

Sterling Adv. Agency, 182 Ontario st.

Arthur E. Sweet, Royal Ins. Building.

J. Walter Thompson Co., Rookery Bldg.

Geo. Enos Throop, Adv. Agt., Fisher Building.

Trade Adv. Co., 160 Washington street.

J. S. Warren, 84 Adams street.

Long Critchfield Corporation, Powers Bldg.

White's Class Adv. Co., Monon Building.

Frank J. Whitelaw Adv. Agency, Fine Arts Building.

Henry P. Williams, Stock Exch. Bldg.

Williams & Cunningham, Adv. Agents, Stock Exchange Building.

M. B. Wilson, 189 Michigan ave.

Geo. W. Wooley, McClure Building.

### INDIANA.

#### INDIANAPOLIS.

E. P. Brooks Adv. Co., 411 E. South st.

E. S. Comings, Adv. Agent.

W. D. Pratt Adv. Agency, 22 West Georgia street.

Harry E. Boyce.

#### MUNCIE.

Sterling Adv. Agency.

#### SOUTH BEND.

South Bend Adv. Agency.

#### IOWA.

#### DES MOINES.

Mutual Adv. Agcy. See Kansas City, Mo.

#### KANSAS.

#### TOPEKA.

Harley E. Reisman, Adv. Agency, Real Estate Building.



KENTUCKY.

LOUISVILLE.

W. E. Caldwell & Co., Third & Market streets.

Kyle Adv. Agency, Norton Building. Standard Adv. Co.

A. E. Walesby, Courier-Journal Bldg.

LOUISIANA.

NEW ORLEANS.

Horace M. Goddard Adv. Agency, Hannan Building.

Walter Parker, Adv. Agent, Globe Bldg.

MARYLAND.

BALTIMORE.

Jacob A. Adler, 2105 Linden ave. Armor-Bowen Co., Union Trust Bldg.

Milbourne Adv. Agency, 411 E. Pratt st. H. M. Rich, 107 N. Fremont ave.

L. A. Sandlass, Union Trust Bldg. Nolley Adv. Agency, Herald Building.

HANCOCK.

Jno. T. Mason & Co.

MASSACHUSETTS.

BOSTON.

M. Alden, 64 Federal street. Allen-Pratt Adv. Ag., 178 Tremont st.

A. M. Baker, 17 Milk street. J. W. Barber, 7 Water street.

G. Willard Bartlett, 89 Court street. Boston News Bureau, 7 Exchange Place.

A. T. Bond, Adv. Agent, 16 Central st. Lorin F. Deland, 8 Beacon street.

H. B. Humphrey Co., 227 Washington St. E. D. Kollock, 32 Devonshire street.

Walter C. Lewis Co., Equitable Bldg. E. Kimball Nunn, 1642 Tremont street.

Pagani Adv. Agency, 311 Washington st. Nath'l C. Fowler, Jr., Adv. Agency,

29 Pemberton street. Marsh Adv. Agency, Winthrop Building.

\*Pettingill & Co., 22 School street. T. H. Sexton, 295 Norfolk street.

F. P. Shumway, 373 Washington street. C. Smith, Brewer Adv. Ag., 60 State st.

Henry E. Snow, Adv. Agent, Winthrop Building.

Snow-Mackay Adv. Agency, 27 School st. A. E. Sproul, 7 Water street.

Frank B. Stevens Co., 244 Washington st. R. P. Tillman, 244 Washington street.

E. A. Townley, 10 High street. Geo. W. Tyler, 53 State street.

Wayne Whipple, 8 Beacon street. H. Craighead Walker, Adv. Agent, 24

India street. Warren & Co., Adv. Agts., Niles Bldg.

C. F. Wyckoff & Co., 10 Boylston st.

BROCKTON.

Frank L. Erskine, 293 Elm street.

LYNN.

Edwin W. Ingalls, 333 Union street.

SPRINGFIELD.

J. D. Bates Adv. Agency, 310 Main st. T. R. McKown, 16 Loring street.

Frank H. Marsh.

MICHIGAN.

BATTLE CREEK.

Economy Business Assn., Ltd. The Jennings-Green Adv. Agency.

Staines-Haughtaling Adv. Agency. Grandin Adv. Agency.

DETROIT.

Brownell & Humphrey, Burns Bldg. Le Roy Adv. Agency, 693 Woodward av.

Henry M. Fekheimer, Adv. Agent, Majestic Building.

Morse Adv. Agency, 47 Adams street. O. T. Mulford Adv. Co.

E. J. Rowe Adv. Bureau, 453 Fort East. Geo. M. Savage, Newberry Building.

GRAND RAPIDS.

Shaw-Torey Co., Ltd.

JACKSON.

Van Deusen & Carter, 117 E. Cortland street.

MONROE.

Boyce's Adv. Agency.

SAGINAW.

Franklin H. Johnson, "The Adv. Man."

MINNESOTA.

MINNEAPOLIS.

Anderson Adv. Agency, 600 Oneida Bldg. Banning Adv. Co., Andrus Building.

\*Dollemayer Adv. Agency, New Tribune Building.

Geo. N. Lamphere, 328 Boston Bldg. Porter Adv. Agency, Andrus Building.

ST. PAUL.

Brightman & Brown, Adv. Agency. Chas. Fairchild, New York Life Bldg.

McGill Adv. Co., 19 East Fourth street.

MISSOURI.

KANSAS CITY.

Baker Adv. Agency, 1023 Grand ave. Horn-Baker Adv. Agency, 1023 Grand

ave. E. H. Fulton, 645 Ann street.

W. H. Kaster & Sons Adv. Co. See St. Louis.

Milo E. Lawrence-Cogswell Co. Lightning Adv. Co., Eighth & Mill sts.

Mutual Adv. Agency, N. Y. Life Bldg.

ST. JOSEPH.

Hanna Adv. Agency, 619 Edmond street.

ST. LOUIS.

Nelson, Chesman & Co., 1127 Pine st. Gaebler Adv. Co., 604 N. Fourth street.

Haskell-Bragdon Co., Adv. Agency, Granite Bldg.

H. W. Kastor & Sons Adv. Co., Pozzoni Building.

Ernest Kroehle Adv. Agency, Globe-Democrat Building.

H. E. Lesan Co., Continental Bank Bldg. Western Adv. Agency, Century Bldg.

NEBRASKA.

OMAHA.

Chas. D. Thompson.

NEW HAMPSHIRE.

CONCORD.

James T. Henry.

MANCHESTER.

Eagle Agency, 26 N. New Hampshire ave.

NEW JERSEY.

ASBURY PARK.

Henry B. Wilson.

ATLANTIC CITY.

The Dorland Adv. Agency, 1302 Atlantic ave.

Mitchell's Advertising & News Agency, 26 North New Hampshire ave.

Edwin Price, Newspaper Adv. Agency, 1212 Atlantic ave.

Sentinel Publishing & Adv. Co.

CAPE MAY.

Louis T. Stevens, 506 Washington street.

JERSEY CITY.

Newton Royce Marvin.

NEWARK.

Herman E. L. Beyer, 832 Broad street. Frederick T. Sommer, 794 Broad street.

NEW MARKET.

Stanley Day.

ORANGE.

Arthur H. Dart.

NEW YORK.

ALBANY.

Capital City Adv. Agency.

## BINGHAMTON.

Wylie B. Jones.  
Willis Sharpe Kilmer.

## AMSTERDAM.

Amsterdam Adv. Agency, 13 E. Main st.  
BROOKLYN.

Desmond Dunne Co., Washington and  
Johnson streets.  
Alfred Farrar, 318 Macdougall street.  
B. R. Sherwood, 367 Fulton street.

## BUFFALO.

Chas. W. Bradley, 603 Mooney Bldg.  
Chas. H. Fuller Adv. Agency, Ellicott  
Square.

J. C. Moss, 110 Franklin street.  
Meehan & Avery, Adv. Agents.

## ELMHURST.

Burt Stiles Adv. Agency, Evening Star  
Building.

## FREDONIA.

H. M. Clark.

## ITHACA.

C. F. Wyckoff Co., Ithaca Trust Bldg.

## NEWBURGH.

Calcium Light Adv. Co.

## LOCKPORT.

H. P. Glover, Adv. Agent.

## NEW YORK CITY.

H. James Alexander Adv. Agency, Inc.  
140 Nassau street.

Allen Adv. Agency, 1265 Broadway.

Wm. C. Allen, 82 Nassau street.

American Adv. Agency, 150 Nassau st.

American Sports Adv. Agency, 16 Park  
place.

Arthur A. Anderson, Temple Court.

Ayres Adv. Agency, 1123 Broadway.

Baker Pictorial Adv. Co., 1123 B'way.

Wm. Baldwin, 150 Fifth ave.

Banning Adv. Co., Temple Court.

Bates Adv. Co., 182 William street.

\*Geo. Batten & Co., Potter Building.

Richard N. Bell, 99 Maiden Lane.

Bents American Adv. Co., 3 W. Twen-  
ty-ninth street.

Leopold Beringer, 2064 Third ave.

David C. Blum, 10 Astor place.

Percy B. Bromfield, 97 Bible House.

H. C. Brown & Co., 156 Fifth ave.

Lawrence Burke Agency, 140 Nassau st.

A. J. Cahill Adv. Co., 67 Wall street.

Calkins & Holden, St. James Building.

Horatio Camps, 87 Nassau street.

Emil Caro, 132 Nassau street.

E. B. Carrick & Co., 116 Nassau street.

Henry S. Chandler, Temple Court.

Chasmar-Winchell Adv. Agency, Flat  
Iron Building.

Cheltenham Adv. Service, 150 Fifth ave.

H. E. Childs, Bennett Building.

Colonial Adv. Agency, 27 W. Twenty-  
second street.

Andrew Cone, Tribune Building.

Wm. W. Conley, 150 Nassau street.

Hollis Corbin, 253 Broadway.

John P. Craighead, 150 Nassau street.

M. Craig, Times Building.

L. H. Crall, 22 Times Building.

D. Macgregor Crerar, 93 Nassau street.

Childs Cromwell, Tribune Building.

Mrs. H. F. Cross, 152 W. Sixty-fourth  
street.

\*Dauchy & Co., 27 Park place.

Foster Debevoise Co., 114 Fifth ave.

\*The Paul E. Derrick Adv. Agency, Tri-  
bune Building.

Mrs. Jule De Ryther, 9 Spruce street.

Ottomar Dietz, 140 Nassau street.

R. Edson Doolittle, 298 Broadway.

Doremus & Co., 44 Broad street.

A. E. Dupell, 19 Park place.

Ernest Edwards, 41 W. Twenty-fourth  
street.

Eastern Adv. Co., 452 Fifth ave.

A. R. Elliott, 66 West Broadway.

H. G. Elliott, Gerken Building, 90 W.  
Broadway.

A. W. Erickson, 127 Duane street.

\*E. N. Erickson Adv. Agency, 21 Park  
Row.

Geo. C. Ethridge, 33 Union Square.

F. & H. Adv. Co., 116 Nassau street.

Henry W. Fairfax, World Building.

Financial Adv. Co., 25 Broad street.

Alfred M. Foote, 158 Broadway.

Albert Frank & Co., 25 Broad street.

Fulford, Painter & Tobey, 150 Nassau st.

Chas. H. Fuller's Adv. Agency, Temple  
Court.

W. V. Garrett, 1135 Broadway.

M. M. Gillam, 634 Temple Court.

H. H. Good Adv. Co., 57 Murray street.

Maurice P. Gould, 99 Nassau street.

Gove Adv. Co., 41 Union Square.

Herman Wheaton Grannis Adv. Agency,  
27 West Twenty-second street.

Greig Adv. Agency, 717 St. James Bldg.

Joseph Gross, 7 Warren street.

Rudolph Guenther, 108 Fulton street.

I. Heldenstein, 503 Fifth ave.

W. W. Hallock, Tribune Building.

L. R. Hanmeraley & Co., 25 Broad st.

\*Ben B. Hampton Co., 7 W. Twenty-  
second street.

G. H. Haulenbeck, 31 Union Square.

Edw. H. Havens, Am. Tract. Soc. Bldg.

Elmer Helms Adv. Agency, 114 Fifth av

Hibson & Bro., 7 Dey street.

\*Hicks Adv. Agency, 132 Nassau street.

Samuel W. Hoke, 608 W. Thirty-ninth  
street.

Theodore S. Holbrook, 97 Nassau street.

E. T. Howard, Tribune Bldg.

\*W. H. H. Hull & Co., Tribune Bldg

International Adv. Bureau, 32 B'way.

Cornelius Ironmonger, 116 Nassau st.

Journal Adv. Agency, 100 William st.

Kain & Hill, 1123 Broadway.

Kaufman Adv. Agency, 377 Broadway.

N. W. Keane, 99 Nassau street.

Frank Kiernan & Co., 156 Broadway.

Chas. B. Kinnan, 95 Liberty street.

Samuel C. Knopf, 61 E. Ninth street.

Arthur Koppell, Temple Court.

Geo. S. Krantz, 102 W. Fourteenth st.

Maurice A. Kraus, 63 World Building.

Lawyers' Adv. Co., Tribune Building.

Walter J. Lee, 150 Nassau street.

Albert Lewis, 5 Beekman street.

Louis Lewis, 39 W. Thirty-third street.

Charles Little, 150 Nassau street.

\*Lord & Thomas, Tract. Soc. Bldg., 150  
Nassau street.

Jos. Lowenherz, 334 Temple Court.

\*Mahin Adv. Agency, 114 Fifth ave.

Manhattan Adv. Agency, Centennial  
Bldg., 116 Broad street.

Manufacturers' Adv. Bureau, 126 Liber-  
ty street.

Maples Adv. Agency, 111 Fifth ave.

Metropolitan Adv. Agency, 150 Nassau  
street.

Metropolitan Adv. & Contract. Co., 32  
Broadway.

Chas. Meyen & Co., Tribune Bldg., 154  
Nassau street.

I. W. Morgan, 3 Beekman street.

\*Lyman D. Morse Adv. Agency, Potts  
Building, 38 Park Row.

C. C. Murphy Co., 206 Broadway.

National Adv. Agency, 150 Nassau st.

Nassau Adv. Agency, Temple Court.  
 New Amsterdam Adv. Agency, 3 Park place.  
 North Am. Adv. Co., 100 William st.  
 James O'Flaherty, 22 N. William street.  
 Joseph O'Gorman Agency, 76 Park place.  
 W. Montague Pearsall, 203 Broadway.  
 Pettingill & Co., 120 Broadway.  
 Geo. W. Place, 203 Broadway.  
 Moritz Plattner, Bennett Bldg., 93 Nassau street.  
 George H. Powell, 5 Beekman street.  
 \*Frank Presbrey Co., 7 W. Twenty-ninth street.  
 Publicity Co., Adv. Agts., 1133 B'way.  
 E. P. Remington, 346 Broadway.  
 Joseph A. Richards, Temple Court.  
 Richardson Press Adv. Bureau, 132 Nassau street.  
 Francis J. Rooney, Broadway and Twenty-fifth street.  
 Alfred E. Rose, 1 Madison ave.  
 \*Geo. P. Rowell & Co., 10 Spruce street.  
 Sawyer-Day Adv. Co., 500 Fifth ave.  
 Scientific Pub. & Adv. Co., 90 William street.  
 W. E. Scott, 150 Nassau street.  
 Frank Seaman, 874 Broadway.  
 Securities Adv. Agency, 44 Broad street.  
 W. W. Sharpe & Co., Bennett Building.  
 M. J. Shaughnessy, Temple Court, 5 Beekman street.  
 Clarence E. Sherin Co., 6 W. Twenty-second street.  
 W. F. Simpson Co., Potter Building.  
 Frank S. Smith, Times Building.  
 Andrew Stahl, 36 Avenue A.  
 F. B. Stevens Co., Temple Court.  
 Wm. H. Stewart, 136 Water street.  
 Jules P. Storm, 189 Broadway.  
 Frank V. Strauss & Co., 108 Wooster st.  
 \*Walter J. Thompson Co., 41 Park Row.  
 Tobias Bros., 261 Broadway.  
 Trade Journal Adv. Agency, 21 Park Row.  
 Trade Paper Adv. Agency, 150 Nassau street.  
 Trafton's News & Adv. Bureau, 21 Beaver street.  
 Louis V. Urmy, 41 Park Row.  
 Jacob Vogel, 21 Park Row.  
 M. Volkman Adv. Agency, Times Bldg., 41 Park Row.  
 Ward & Gow, 1 Union Square.  
 Harry Webb, Adv. Agent, American Tract. Soc. Building.  
 Harry W. West, 21 Park Row.  
 Westervelt Adv. Agency, Temple Court.  
 Frank E. White & Co., 150 Nassau st.  
 F. C. Williams, 108 Fulton street.  
 Winans Adv. Agency, 132 Nassau.  
 Michael Wineburg, 452 Fifth ave.  
 Woodbury, Ltd., Adv. Agents, 150 Fifth ave.  
 Carl F. Zittle, 258 W. 125th street.  
 NIAGARA FALLS.  
 Orrin E. Dunlap.  
 ROCHESTER.  
 Myers Adv. Agency, Powers Building.  
 SARATOGA SPRINGS.  
 Gold Star Adv. Agency, Shackelford Building.  
 SKANEATELES.  
 Morris Advertising Co.  
 SYRACUSE.  
 Chas. Hathaway, Jr., Bastable Bldg.  
 Sherlock & Barto, Malcolm Blk.  
 TROY.  
 American Adv. Agency.

OHIO.

CANTON.

G. C. Kimbark, 1733 Dueber ave.  
 CINCINNATI.  
 Andridge Adv. Agency, Pike Building.  
 \*The Blaine-Thompson Co., 316 Vine st.  
 Chas. L. Doughty, 519 Main street.  
 J. V. Ewan, Fourth and Race streets.  
 McManus-Kelley Co., Adv. Agents, Spitzer Building.  
 Chas. J. Matthews & Co., 16 E. Ninth st.  
 Pioneer Adv. Co., Pike Building.  
 \*Proctor & Collier Co., 15 W. Sixth st.  
 Clarence E. Runey, 220 W. Liberty st.  
 W. C. Van Loon, Fourth and Race sts.  
 CLEVELAND.  
 C. Elton Blanchard, 143 Euclid ave.  
 Seth Brown, Williams Building.  
 Burrell & Fowler, New England Bldg.  
 Cleveland Adv. Agency, 1413 Williams Building.

LANCASTER.

Jennings Adv. Agency.

SPRINGFIELD.

Ed. S. Ralph's Adv. Agency.

TOLEDO.

R. A. Brinkerhoff, 500 St. Clair street.  
 McManus Adv. Agency, Spitzer Bldg.

PENNSYLVANIA.

BEAVER SPRINGS.

Pennsylvania Adv. Co.

HARRISBURG.

Edward F. Baum.

PHILADELPHIA.

Arnold Adv. Agency, Bourse Building.  
 \*N. W. Ayer & Son, 300 Chestnut st.  
 Frowert Adv. Agency, 702 Chestnut st.  
 Alfred Cratz, 1001 Chestnut street.  
 Wm. H. Doolittle, Adv. Agent, 718 Sansom street.  
 Richard A. Foley Co., Adv. Agents, 1216 Commonwealth Trust Bldg.  
 Ferdinand Gustavus, 527 N. Sixth street.  
 H. I. Ireland, Penn Mutual Building.  
 Keystone Adv. Co., 329 N. Fifteenth st.  
 A. Edwin Kirchner, Paschall Station.  
 E. St. Elmo Lewis, Inc., Adv. Agents, 518 Walnut street.  
 Powers & Armstrong, Adv. Agents, North American Building.  
 A. E. Pharo, 328 Chestnut street.  
 C. A. Shea, 433 Chestnut street.  
 C. W. Trueman, 217 S. Sixth street.  
 John C. Van Haagen, Drexel Building.  
 Viennot Adv. Agency, 524 Walnut st.  
 Voltz Adv. Agency, 1001 Cherry.  
 Whitaker & Arrison, Watkins Building.

PITTSBURG.

Bell Adv. Agency, 309 Fourth ave.  
 Nelson, Chesman & Co., 1029 Park Bldg.  
 E. H. Cahill, Adv. Writer, Hamilton Building.  
 W. S. Hill & Co., 531 Wood street.  
 A. S. McSwigan, 1226 Park Building.  
 W. S. Powers, Hamilton Building.  
 E. P. Remington.

YORK.

Geo. McDade.

RHODE ISLAND.

PROVIDENCE.

Danielson & Son, 96 Westminster street.  
 Geo. H. Waterhouse, Banning Bldg.

TEXAS.

DALLAS.

A. T. Wilson Adv. Agency.

VIRGINIA.

RICHMOND.

Southern Adv. Agency, W. E. Lefew, Prop.

## WASHINGTON.

SEATTLE.

C. V. White Adv. Bureau, New York Life Building.

SPOKANE.

Alexander &amp; Co.

WISCONSIN.

MILWAUKEE.

Bruce Adv. Agency, Montgomery Bldg. The Cramer-Krasselt Co., 201 Grand ave. German Newspaper Adv. Agency, 377 Milwaukee street.

Otto J. Koch, Adv. Agency, Free Press Building.

North Western Pub. and Adv. Co., Herman Building.

ONTARIO.

TORONTO.

Central Press Agency, 83 Yonge street.

J. J. Gibbons, Confed. Life Building.

W. J. Dyas, Adv. Agent, 63 Yonge st.

QUEBEC.

MONTREAL.

H. Bragg, 30 Hospital street.

Desbarats Adv. Agency, Merchants' Bank Building.

A. McKim &amp; Co., 107 St. James street.

The list published above contains over four hundred names, and it's fair to assume that each firm enumerated performs some valuable services to somebody. It is equally sane to assume that a majority of these agencies could and would be willing to extend their services to other parties now unknown to them, but who might be glad to learn what a particular agency could do in a particular specialty or in a particular location of the country. One might think, glancing at the formidable list of names above, that there were already too many advertising agents. That is clearly not so. The advertising business of the country is growing bigger and bigger every year. More and more firms enter the field of publicity each year.

Specializing the services of an agency has hardly begun, but it will grow as the specializing has grown in most other professions. Some agencies will continue to be general agencies always, others will attend strictly to certain lines of advertising. Such facts ought to be conspicuously advertised. And there is no better and no more economical place to do it in than the classified column of Advertising Agencies recently established in PRINTERS' INK. This department may be observed in the next column. Only ten cents a line per week are charged for such adver-

tisements. A quarter page space may be had for five dollars per week, and by paraphrasing copy an effective display is obtained.

Is there any intelligent, young, hustling advertising agent who will not agree that PRINTERS' INK offers him a quantity and quality of publicity that stands alone in all the land?

The Little Schoolmaster helps all sorts of advertising and will appreciate the help of all who are engaged in making advertising better.

## Advertising Agencies.

ALABAMA.

A. A. Z. ADVERTISING CO., Mobile, Alabama. Distributing and Outdoor Advertising.

CALIFORNIA.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1898. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. PACIFIC COAST ADVERTISING, 25c. copy; \$3 year.

CALIFORNIA—PACIFIC COAST. BARNHART AND SWASEY, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste.

DISTRICT OF COLUMBIA.

FOR 3-line Want Ad in 15 leading dailies. Send for lists and prices. L. P. DARRELL ADVERTISING AGENCY, Star Bldg., Wash., D. C.

ILLINOIS.

GUNDLACH & GUNDLACH, 115 Dearborn St., Chicago, newspaper and magazine advertising in U. S. and Canada. Rates supplied also for Spanish-American and European publications.

WE LAY OUT THE PLAN, write the "copy," do the illustrating and printing (if it is catalogues, booklets or circulars), or select and place it in the "right" medium if it's magazine, newspaper or trade paper advertising. Do all or any part of it just as you would like it done—so it will pay.

MARSH ADVERTISING AGENCY,

New York Life Bldg., Chicago.

KENTUCKY.

H. M. CALDWELL Adv. Ag'cy, Louisville, plans, prepares, places adv'ng; newspapers, maga.

LOUISIANA.

WHAT OF THE SOUTH—Have you participated in its prosperity? Establish your name and trademark in a growing country. Newspapers—Bill Posting—Signs and Distributing. Write for estimates on a Southern Campaign.

HORACE M. GODDARD ADVERTISING AG'CY, New Orleans, La.

MARYLAND.

MILBOURNE ADVERTISING AGENCY, Baltimore. Estab. 1876. Newspaper, magazine, outdoor advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

## MASSACHUSETTS.

## A. T. BOND ("Bond, of Boston")

16 CENTRAL STREET,

BOSTON,

Recognised Advertising Agent, gives personal attention to his clients' best interests, irrespective of any commission or discount inducements. Original and effective designs prepared, with consistent text. Business placed in any medium.

## NEW YORK.

O'GORMAN AGENCY, 230 Broadway, N. Y.  
Medical journal advertising exclusively.

GEO. P. ROWELL & CO., founded in 1865, under the new management not only plans, places and illustrates, but also acts as sales managers. Estimates and designs upon request. 10 Spruce Street, New York.

NORTH AMERICAN ADVERTISING CO.—Organized by advertisers to give advertisers a square deal. F. L. Ferine, pres.; W. W. Seeley, vice pres.; F. James Gibson, sec.; Baxter Caterston, treas., 100 William St., New York.

## OHIO.

CLARENCE E. RUNEY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designs, Writings.

## PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY, (Established 1890), works with as well as for clients.

Plans and places advertising in newspapers and magazines.

Creates mail-series of folders and cards to reach the trade.

925 Chestnut Street, Philadelphia, Pa.

MY work speaks for itself; as to myself—I shall let others speak for me.

BEFORE organizing this growing business a little more than a year ago I was advertising manager for Professor Munyon—he'll tell any man interested in medical advertising that I did some of his best work for him.

I GAVE up the position of advertising manager of the largest exclusive furniture and carpet house in Philadelphia when I went with Munyon. Here's what they said of my work:

WALKER & LINDE,  
Furniture, Carpets, Wall Paper, Draperies,  
etc.; Largest Exclusive Home Fur-  
nishers in Philadelphia.

PHILADELPHIA, Aug. 1, 1902.

To Whom It May Concern:

For eight months Mr. Richard A. Foley, who leaves us to go with the Munyon H. H. Remedy Co., through a consideration of salary, has had charge of our advertising, and during that time he has greatly assisted in increasing the business of this concern, there having been a gain of 60 per cent over the corresponding period of last year, largely through the influence of his advertising work.

We heartily recommend Mr. Foley to any one who desires a first-class advertising manager. His work is highly original, while yet being careful and practical; and aside from the advertising, his general interest in the welfare and business growth of the concern has been highly appreciated. (Signed) WALKER & LINDE.

I AM open for business with any good furniture house, either for local or general business. What I helped Walker & Linde to do I can help a good mail-order house or a good store in any town to do—and at small expense.

Richard A. Foley

THE RICHARD A. FOLEY COMPANY, AD-  
VERTISING,

1216 Commonwealth Bldg., Philadelphia.

## CANADA.

HOW often agents of American firms tell us that their advertising is ineffective because not in harmony with Canadian ideas.

We can get the best results for an appropriation in Canada. Correspondence solicited.

DESBARATS ADV. AGENCY, Ltd., Montreal.

## 1903 A RECORD YEAR

FOR THE

## Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 866 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for

1903: Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

# The Toronto Star

Over 26,000 Circulation

The greatest known growth of any Canadian paper is shown in the **Toronto Star**. Its daily circulation is now above 26,000, and it is **bona fide net paid** at that.

Any reasonable, right-thinking man looking at **The Star** would understand the value of such a medium. It tells its own story. Best of all, it carries the largest amount of home business and *does not cut its rates*.

The Chas. T. Logan Special Agency

Agents Foreign Advertising

Tribune Buildings, New York & Chicago

### MAKING GOOD.

The difference between making a front and making good is the difference between a four-card flush and a real one. It is the difference between the hand-painted trees and rocks of the stage and the dependable God-made things of the forest.

A front is tin thunder. It is sand-coated wood, and however much it looks like stone, it will not stand the strain.

The bluffer is at a discount when it comes to a show-down.

The clay feet of the front-maker are likely to crumble at any minute.

It doesn't matter much what work a man does, so long as he makes good. It isn't the line of business a man is in that decides his success. It's the man himself.

The Vanderbilt fortunes grew out of an inconsequent ferryboat.

The Astor opulence started in picayunish skin deals.

Jay Gould peddled rat-traps.

Edison was a country telegrapher.

Look around you—the successful men are not all in one line. They were not born successful. They started as errand boys, as pie-bakers, as wagon drivers, as telegraph operators, as clerks, as ditch diggers, as mechanics—but they made good.

A successful man in one line would pretty surely have been successful in another. A man of brains and energy and industry will succeed wherever you put him.

Sam'l of Posen used to say: "In one year I'll be on the road. In two years I'll be a partner. In three years I'll own the business."

But he had to make good as porter or stock clerk before he could get on the road. And the man on the road must make good or make tracks.

Have you ever noticed that it is the brilliant salesman who falls down?

His eyes are blinded by his own brilliance. He knows his ability and he sees, always just ahead of him, a big order that will make

good for the days of drouth. He depends on an occasional star performance to pull him out.

Meanwhile the plugger goes plodding along, pounding out of each day the good that day owes him, and at the end of the week he has made good. He starts the new week even with the mark, while Mr. Smart Boy has a handicap, due to his past non-performance.

Dearly beloved brethren, it is work that does the business. Just plain, earnest, honest work. Just doing what your hand findeth to do and doing it with all your might.

It is work, in favorable conditions if possible, in rainy weather if need be.

As Bob Fitzsimmons says: "Hit from where your hand is." Do the work you can reach to-day. Of course, the territory is better in Ohio; but you're not in Ohio—you've got to make good in Rhode Island, or Kamchatka, or wherever you happen to be.

Make good in Oswego, and when the Old Man is looking for a real warm member to fill the Chicago job, you will be among those present.

It's the same old story of being faithful in small things.

Do your work so well that nobody can follow and do better. Whatever the job is—clean it up. The boy who does a good job of floor-sweeping will make good in better things. Give him a chance. He may not be brilliant. He need not scintillate. A little horse sense and a good deal of earnestness and honest work will pull him through.

How many successful men that you know are brilliant men?

Mighty few.

Most brilliant men are too busy shining to attend to much of anything else.

I know quite an assortment of brilliant intellects, and most of them are a little mushy around the edges.

How often have you met a "big" man to find that he is insignificant in appearance, with no apparent shrewdness, or ability worth mentioning, and generally about as im-



pressive as a really aggressive shrimp?

But the man has surely made good.

Start him talking on the line in which his success lies and see the wheels revolve. You'll find he knows it forward and back, diagonally, from end to end, and straight through the middle.

And you'll find he has been a hard plodding worker.

You'll find that he pointed his nose in one direction and progressed by the process of continuously putting one foot in front of the other.

You look at the man and wonder how on earth he ever made more than two dollars a day. But look at his work and you'll find the secret. You'll find all the cracks nicely caulked, and if there's a loose end anywhere it is tied up, so at least it won't ravel.

You'll find he has made good by hard work.

The other day a young man said: "That man Duke of the American Tobacco Company is a sure enough wizard. It's sort o' creepy how much detail he knows. Says he wants to know the details of your proposition—he can figure the probable result himself. He doesn't seem to care so much about the thousand dollars you make for him as he does about that three-dollar expense item you might have saved. And yet he'll spend half a million in advertising without batting an eye."

Mr. Edison is a genius. Yes—all right. But he works—always has worked. When he's busy he eats when he gets time, and sleeps when he can't keep awake any longer—sleeps in his laboratory, so he can go to work when he awakens without losing any time.

Some men are smarter than others.

Some can accomplish more in six hours than others can in twelve.

We can't help that.

But any man with an ordinary, common or garden brain can make good if he has the willingness to run that brain up to say 80 per cent of its highest efficiency.

The man who wants to make

believe he is making good can kick up a lot of dust for a while, but by and by your eyes get accustomed to the dust and you can see through it.

He can keep it up quite a while in fair weather, but when the showers come the dust-maker's name is m-u-d-d, with the accent on the final d.—*Judicious Advertising.*

It's the publisher who says his paper goes to North and South America, Europe, Asia and Africa (and has all he can do to keep it from going to H——) that you want to look out for.—*White's Sayings.*

We generally get as good as we send. Most men are reflectors. The best way to enjoy courteous treatment from our customers is to be courteous. If we give out good temper we inspire a like quality in those with whom we deal.—*Jed Scarboro.*

## Lincoln Frele Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**Circulation 145,448**

RATE 35 CENTS.

## Circulation Men Attention!

A well-established, high-class, prosperous weekly wants ideas to increase its already large circulation.

**Liberal Payment for the ideas it accepts.**

Address for particulars

M. M. M.,

65 Central Park West,  
New York City.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April next. Such circulation figures as are mentioned ~~last~~ are characterized by a \*.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (⊙), the so-called gold mark, denoting superior excellence in quality of circulation. ☞ Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

**Anniston, Evening Star.** Daily average for 1902, 1,159. Weekly, '03, 2,216 (\*) guaranteed. Last six months, 1903, daily 1,750 guaranteed. Largest daily and weekly circulation in Anniston district. Weekly edition: *The Republic*.

**Birmingham, Birmingham News.** Daily av. for 1903, 17,485 (\*); last 6 months 1903, 18,052; guaranteed.

**Birmingham, Ledger.** dy. Average for 1902, 18,980 (34). Av. for Aug., 1903, 17,586, guaranteed.

**Montgomery, Advertiser.** Advertiser Co. Average circulation for 1902, guaranteed, daily 10,896 (66), weekly 19,341, Sunday 14,625 (40).

## ARIZONA.

**Bisbee, Review.** daily. W. B. Kelley, pub. In 1903 no issue less than 1,250 (46). In 1902 no issue less than 1,750.

**Phoenix, Republican.** Daily average for 1902, 5,890 (47). *Logan & Cole Special Agency, N. Y.*

## ARKANSAS.

**Fort Smith, Times.** daily. In 1903 no issue less than 1,000 (33). Actual average for August, September, October, 1903, 2,109.

**Little Rock, Arkansas Methodist.** Geo. Thornburgh, publisher. Actual average 1902, 10,000.

## CALIFORNIA.

**Fresno, Morning Republican.** daily. Average for 1902, 4,644 (67). *E. Katz, Special Agent, N. Y.*

**Oakland, Tribune.** daily. Average for 1902, 9,958 (75). *Tribune Publishing Company.*

**San Diego, San Diegoan Sun.** Daily average for 1902, 2,722 (30). *W. H. Porterfield, pub.*

**San Francisco, Argonaut.** weekly. Average for 1903, 15,165 (81). *E. Katz, Special Agent, N. Y.*

**San Francisco, Bulletin.** R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,802 (30).

**San Francisco, Call.** d'y and S'y. J. D. Spreckels. Av. for 1902, d'y 60,335, S'y 71,584 (80). Av. 1903, daily 61,084 (\*); S'day 82,015 (\*).

**San Jose, Evening Herald.** daily. *The Herald Co.* Average for year end, Aug., 1902, 5,597 (86).

**San Jose, Morning Mercury.** daily. *Mercury Publishing Co.* Average for 1902, 6,366 (86).

**San Jose, Pacific Tree and Vine.** mo. W. H. Bohanan. Actual average, 1902, 6,185 (\*).

## CONNECTICUT.

**Hartford, Times.** daily. Average for 1902, 16,179 (111). *Perry Lukens, Jr., N. Y. Rep.*

**Meriden, Morning Record and Republican.** *Republic's Pub. Co.* Dy. av. for 1902, 7,657 (112).

**New Haven, Evening Register.** daily. Actual av. for 1903, 15,571 (\*); Sunday, 11,292 (\*).

**New Haven, Palladium.** daily. Average for 1903, 7,625 (\*). *E. Katz, Special Agent, N. Y.*

**New Haven, Union.** Av. for 1903, 15,827 (\*) S'y 5,260 (\*). *E. Katz, Special Agent, N. Y.*

**New London, Day.** ev'g. Av. 1902, 5,618 (\*) (115). Average gain in past year, 415.

**Norwich, Bulletin.** daily. *Bulletin Co., publishers.* Average for 1902, 4,659 (115). Actual average for 1902, 4,955 (\*).

**Waterbury, Republican.** Daily average 1902, 5,846 (\*) *La Costa & Maxwell, Spec. Agts, N.Y.*

## COLORADO.

**Denver, Post.** daily. Post Printing and Publishing Co. Average for 1903, 28,728 (97). Average for December, 1903, 44,416. Gain, 9,259.

☞ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## DELAWARE.

**Wilmington, Morning News.** daily. *News Publishing Co., pubrs.* Av. for 1903, 10,544 (\*).

## DISTRICT OF COLUMBIA.

**Washington, Ky. Star.** daily. *Ky. Star Newspaper Co.* Average for 1903, 84,082 (\*) (⊙).

**National Tribune.** weekly. Average for 1902, 104,529 (123). First six mos. 1903, 112,268. *Smith & Thompson, Rep., N. Y. & Chicago.*

## FLORIDA.

**Jacksonville, Metropolis.** daily. Av. for 1902, 8,298 (\*). Av. last 6 months, 1903, 8,329.

**Pensacola, Journal.** mornings, ex. Mon. Av. 1902, 2,441. Av. 1903, 2,929 (\*) Dec. 1903, 3,190.

**Tampa, Morning Tribune.** daily. *Tampa Tribune Pub. Co.* Average for 1902, 5,605 (132).

## GEORGIA.

**Atlanta, Journal.** dy. Av. 1902, 37,828. Semi-wy, 24,105 (150). Present average, 59,884.

**Atlanta, News.** Actual daily average, 1903, 20,104 (\*). Av. December, 1903, 22,720.

**Atlanta, Southern Cultivator.** agriculture, semi-mo. Actual average for 1902, 20,125 (\*).

# A Roll of Honor—Continued.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640 (#).

## IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Av. for 1903, d'y 2,761 (#), w'y 2,475 (#) (151).

## ILLINOIS.

Calne, Citizen, weekly. Actual average, 1903, 1,110 (#). Daily, average 1903, 818 (#); Dec. 1903, daily, 948; weekly, 1,125.

Champaign, News. In 1903 no issue less than 1,100 daily and 5,400 weekly (163). In November, 1903, no daily issue less than 2,400.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1903, 6,058 (176).

Chicago, American Bee Journal, weekly. Actual average for 1903, 7,435 (167).

Chicago, Bakers' Helper, monthly. H. R. Clissold. Average for 1903, 4,175 (#) (60).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1903, 60,053 (167). Actual average for 1903, 67,880 (#).

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000 (#).

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1903, 4,854 (#) (60).

Chicago, Home Defender, mo. T. G. Mauritzen. Act. av. 1903, 5,409. Last 3 mos. 1903, 54,000.

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1903, 12,166 (161). Average ten months 1903, 22,100.

Masonic Voice-Review, mo. Average for 1902, 26,041 (182). For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end, July, 1903, 2,966 (183).

Chicago, Musical Leader and Concert-Goer, wy. Av. year ending January 4, 18,458 (#).

Chicago, National Harness Review, mo. Av. for 1903, 5,291 (183). First 3 mos. 1903, 6,250.

Chicago, National Journal, semi-monthly. Actual average for 1903, 4,968 copies per issue; established 25 years. The first paper published in the world devoted to the laundry business and the only laundry paper in the United States published twice each month; each issue contains from 64 to 100 pages. The only laundry journal in the United States furnishing a guaranteed circulation. Dowst Bros. Co., publishers.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1903, 2,041 (183).

Chicago, Record-Herald. Average for 1903, daily 158,424, Sunday 171,816 (166).

Chicago, The Operative Miller, monthly. Actual average for 1903, 5,666 (183).

Chicago, Tribune, daily. Tribune Co. In 1903, 74 (60) (166).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1903, 6,875 (192). Average first six months 1903, 14,555.

Evansville, Correct English: How to Use It, mo. Average for year ending Oct., 1903, 9,750 (194).

Kewanee, Star-Courier. Average for 1903, daily 2,410, weekly 1,522 (206). Average guaranteed circulation daily for August, 1903, 3,006.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1903, 23,743 (319).

Rockford, Register-Gazette. Dy. av. for 1903 5,554, s.-wy. 7,952 (222). Shannon, 150 Nassau.

Rockford, Republic, daily. Actual average for 1903, 6,540 (#).

## INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '03, 11,918 (244). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Evansville, Journal-News. Av. for 1903, d'y 11,910, S'y 11,508 (244). E. Katz, Sp. Agt., N.Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Hilton U. Brown, gen. mgr. Av. for 1902—actual sales—52,123 (250).

Lafayette, Morning Journal, daily. Actual average 1903, 4,062 (#); December, 1903, 4,444.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for 1903, 8,757 (257). For 1903, 5,295 (#). December, 1903, 5,675.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,465, S'y 16,555 (260).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1903, 25,976 (269).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1903, 1,520 (304).

Richmond, Evening Item. Sworn dy. av. for 1903, 5,553 (#). Same for August, 1903, 5,742.

South Bend, Tribune. Sworn daily average 1903, 5,715 (267). Sworn av. for Dec., 5,159.

## INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, dy., 1,951 (#); wy., 2,272 (#).

## IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1903, 1,400 (282).

Burlington, Gazette, daily. Thos. Stivers, pub. Average first nine months 1903, 5,756.

Burlington, Hawk-Eye, daily. J. L. Witte. Av. for 1903, 7,087 (#). June 30, 1903, 7,018.

Davenport, Times. Dy. av. 1903 6,882, s.-wy. 1,527 (292). Dy. av. October, 1903, 8,526. Cir. guar. more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903, 81,898 (#) (293). Average for December, 1903, 81,250.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1903, 9,666 (294).

Des Moines, News, daily. Aver. 1903, 87,118 (295). First 2 mos. 1903, aver., sworn, 41,871 net.

Des Moines, Spirit of the West, wy. Horses and live stock. Average for 1903, 6,095 (294).

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average January, 1903, 20,605 (294).

Muscatine, Journal, dy. av. 1903 8,712, s.-wy. 2,711 (315). Dy. av. 1st 6 months 1903 4,188.

Ottumwa, Courier. Dy. av. '03 4,491, s.-wy. 6.-984 (310). 1st 6 mos. 1903, dy. 4,577, s.-wy. 7,391.

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1903, d'y 456, w'y 2,444 (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1903, 8,631 (323).

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,492 (#), dy. av. for Dec. 19,988. Records always open. More readers in its field than of all other daily papers combined.

Waterloo, Courier. Daily av. 1903, 2,967 (#). Last 6 mos. 1903, 2,957. S.-w'y, 1,942.

## KANSAS.

Atchison, Globe, daily. E. W. Howe. (324). Offers to prove 5,200 daily circulation for 1903, on receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1903, 195,309 (343).

Hutchinson, News, d'y and w'y. W'y. during 1903, no issue less than 1,920 (345). E. Katz, N.Y.

Topeka, Western School Journal, educational monthly. Average for 1903, 8,125 (#).

Wichita, Eagle, d'y and w'y. Av. 1903, d'y 14.-781, w'y 6,674 (364). Beckwith, N.Y. & Chicago.

# A Roll of Honor—Continued.

## KENTUCKY.

**Claverport.** Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,248 (368).  
**Lexington.** Leader. Av. for 1902, 2,528 (\*). w'y. 2,806, Sy. 4,092 (\*). E. Katz, S. A., N. Y.  
**Louisville.** Evening Post, dy. Evening Post Co., pub. Actual average for 1902, 26,895 (374).  
**Paducah.** Sun, daily. Average, 1902, 2,181 (\*); for December, 1902, 2,258.

## LOUISIANA.

**New Orleans.** Item, daily. R. M. Denholme, publisher. Average for Jan., 1904, 19,895. Official journal city New Orleans.  
**New Orleans.** Louisiana Planter and Sugar Mfr, w'y. In 1902 no issue less than 8,000 (387).  
**New Orleans.** The Southern Buck, official organ of Elksdom in La. and Miss. Av. '02, 2,866.

## MAINE.

**Augusta.** Comfort, mo. W. H. Gannett, pub. Actual average for 1902, 1,274,766 (391).  
**Augusta.** Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,185 (391).  
**Bangor.** Commercial. Average for 1902, daily 7,846, weekly 29,019 (392).  
**Lewiston.** Evening Journal, daily. Average for 1902, 6,640 (393), weekly 15,255 (393) (\*).  
**Phillips.** Maine Woods and Woodsman, weekly. J. W. Brackett. Average for 1902, 8,041 (\*).  
**Portland.** Evening Express. Average for 1902, daily 11,740 (\*), Sunday Telegram 8,000 (\*).

## MARYLAND.

**Baltimore.** News, daily. Evening News Publishing Co. Average 1902, 41,525 (402). For January, 1904, 47,559.

## MASSACHUSETTS.

**Boston.** Evening Transcript (394) (412) Boston's ten table paper. Largest amount of week-day ad.  
**Boston.** Globe, average for 1902:  
 Daily, 196,879; Sunday, 276,296 (412-413).  
 Average for 1902, dy. 195,554, Sy. 297,824.  
 Largest circulation in New England.  
 Advertisements go in morning and afternoon editions for one price.  
**Boston.** New England Magazine, monthly. America Co., pub. Average 1902, 21,580 (400).  
**Boston.** Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (395)  
**Boston.** Post, dy. Average for 1902, 174,178 (413). Av. for Dec., 1902, dy. 195,919, Sy. 188,715. Largest p.m. or a.m. sale in New England.  
**Boston.** Traveler. Est. 1824. Actual daily av. 192,78,552. In 1902, 76,666 (\*). October, November, December, 1902, 78,582.  
 Largest evening circulation in New England.  
 Repr.: Smith & Thompson, N. Y. and Chicago.  
**East Northfield.** Record of Christian Work, mo. Av. for yr. end'g March, 1902, 20,541 (425).  
**Gleoucester.** Daily Times. Average for 1902, 6,247 (427). First seven months 1902, 6,629.  
**Lawrence.** Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (425).  
**Salem.** Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, 75,450 (434).  
**Springfield.** Good Housekeeping, mo. Avg. for 1902, 102,666 (436). For year end. Dec., 1902, 125,992. All advertisements guaranteed.  
**Springfield.** Republican (435). Aver. 1902, dy. 15,406 (399), Sunday 18,985 (399), w'y. 4,177.  
**Worcester.** Evening Post, daily. Worcester Post Co. Average first 6 months, 1902, 11,214.  
**Worcester.** L'Opinion Publique, French, dy. Ad. av. Nov., 1902, 4,999; Dec., 5,175.

## MICHIGAN.

**Adrian.** Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). Average for 1902, 8,912 (\*).  
**Detroit.** Free Press. Average for 1902, daily 41,952, Sunday 51,260 (460).  
**Detroit.** Times, daily. Detroit Times Co. Av. erage for 1902, 27,657 (450).  
**Grand Rapids.** Evening Press, dy. Average for 1902, 28,216 (456). Fir. 28 mos., 1902, 26,124.  
**Jackson.** Citizen, daily. James O'Donnell, pub. Actual average for 1902, 3,887 (461). Average for first six months 1902, 4,828.  
**Jackson.** Press and Patriot. Actual daily average for 1902, 5,649 (\*).  
**Kalamazoo.** Gazette-News, 1902, daily, 8,471 (\*). Guarantees 3,200 more subscribers than any other daily paper published in the city. Av. 3 mo's to Jan. 1, 1926.  
**Kalamazoo.** Telegraph. '02, dy. 7,408, s.-wkly. 7,579 (463). To Oct. 1, '02, d. 8,424, s.-w. 8,414.  
**Saginaw.** Evening News, daily. Average for 1902, 9,848 (475). December, 1902, daily 12,219.

## MINNESOTA.

**Minneapolis.** Farm, Stock and Home, semi-monthly. Actual average 1902, 75,854 (\*). (408). Actual average January, 1904, 78,500.  
**Minneapolis.** Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (406).  
**Minneapolis.** Journal, daily. Journal Printing Co. The Minneapolis Journal's circulation for December averaged 61,005 copies, which goes directly to the homes, consequently the BEST advertising medium in the Northwest.  
**Minneapolis.** N. W. Agriculturist, s.-mo. Feb. 03, 78,168 (406). 75,000 guar'd. 3cc. agate line.  
**Northwestern Miller.** weekly. Miller Publishing Co. Average for 1902, 4,200 (398) (497).  
**Minneapolis.** Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1902, 49,057 (\*).  
**Minneapolis.** The Housekeeper; household monthly. Actual average 1902, 705,250 (\*).  
**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1887. Oldest Minneapolis daily. Average for 1902, daily, 66,872 (406); Sunday, 56,850. For 1902, daily average, 72,522; Sunday, 61,074. Daily average, last quarter of 1902, was 77,129; Sunday, 62,924.  
 The only Minneapolis daily listed in Rowell's American Newspaper Directory that publishes its circulation over a considerable period down to date in ROLL OF HONOR, or elsewhere. The Tribune is one of the nine American newspapers the circulation of which is absolutely guaranteed by Rowell's American Newspaper Directory. Advertisements go in both morning and evening editions for one price.  
**Owatonna.** Chronicle, semi-w'y. Av. for 1902, 1,396 (\*). Owatonna's leading newspaper. Present circulation, 2,100.  
**St. Paul.** Der Wanderer, with ag'l sup., Der Farmer im Westen, w'y. Av. for 1902, 16,500 (\*).  
**St. Paul.** Dispatch, dy. Aver. 1902, 49,052 (400). Present aver. 55,151. ST. PAUL'S LEADING NEWSPAPER.  
**St. Paul.** Globe, daily. Globe Co., publishers. Actual average for 1902, 22,525 (505). First 9 mos. 1902, 21,529.  
**St. Paul.** News, dy. Aver. 1902, 50,619 (505). First 9 mos. 1902, 50,000 average 54,081 net.  
**St. Paul.** Pioneer-Press. Daily average for 1902 24,151, Sunday 20,986 (506).



# A Roll of Honor—Continued.

**St. Paul, The Farmer, agri., s-mo.** Est. 1882. Sub. soc. Prof. Th. Shaw, ed. Act. av. year end. Feb., '08, 67,875 (507). Act. present av. 80,000.

**St. Paul, The Jolly Elk, mo.** Av. 1902, 8,891 (507). Last six months 1903, sworn to, 8,889.

**Winona, Republican and Herald, daily.** Average 1902, 8,802 (512); 1903, 4,044 (\*).

**Westlicher Herold, Av.** 1903, 22,519 (\*); Sonntag Winona, 26,111 (\*); Volksbl. des Westens, 26,045 (\*).

## MISSISSIPPI.

**Vicksburg, American, daily.** In 1902, no issue less than 1,850 (523). In 1903, 1,000 copies.

## MISSOURI.

**Joplin, Globe, daily.** Average for 1903, 10,510 (\*) (541). E. Katz, Special Agent, N. Y.

**Kansas City, Journal, d'y and w'y.** Average for 1903, daily 56,876, weekly 161,109 (541).

**Kansas City, Weekly Implement Trade J'n'l.** Av. Aug., '03, 9,187 (543). Av. 5 mos. '03, 9,895.

**Kansas City, World, daily.** Aver. 1902, 62,978 (543). First 9 mos. 1903, aver., sworn, 61,452.

**Mexico, American Farm and Orchard, agrie. and hortie., mo.** Actual average for 1902, 4,858 (549). Actual aver. May, June, July, 1903, 15,667.

**St. Joseph, Medical Herald, monthly.** Medical Herald Co. Average for 1902, 7,475 (567).

**St. Joseph, News and Press.** Daily aver. for 1903, 20,418 (\*). Last 3 mos. 1903, 25,065.

**St. Joseph, 300 S. 7th St., Western Fruit Grower, w'y.** Aver. for 1903, 28,287 (567). Rate 180 per line. Circulation 20,000 copies guarant'd.

**St. Louis, Medical Brief, mo.** J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 87,950.

**National Farmer and Stock Grower, mo.** Av. 9 mos. end. Oct., '03, 105,500. 1903, 68,588 (563).

**St. Louis, The Woman's Magazine, monthly.** Women and home. Lewis Pub. Co. Proven average for 1903, 908,838. Actual proven average for first 9 mos. in 1903, 1,116,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

## MONTANA.

**Anaconda, Standard.** Daily average for 1902 11,304 (573). MONTANA'S BEST NEWSPAPER.

**Butte, Inter-Mountain, daily.** Inter-Mountain Publishing Co. Average for 1903, 10,101 (573).

**Helena, Record, evening.** Record Publishing Co. Average for 1903, 7,974 (574). Average January 1st to May 31st, 1903, 10,309.

## NEBRASKA.

**Lincoln, Deutsch-American Farmer, weekly** (500). Actual average for 1903, 158,525 (\*).

**Lincoln, Freie Presse, weekly** (500). Actual average for 1903, 159,400 (\*).

**Lincoln, Nebraska Teacher, monthly.** Towne & Crabtree, pub. Average for 1903, 5,100.

**Lincoln, Western Medical Review, mo.** Av. yrdg. May, 1903, 1,800. In 1902, 1,660 (591).

**Omaha, Den Danske Pioneer, w'y.** Sophus F. Nebel Pub. Co. Average for 1902, 28,478 (594).

**Omaha, News, daily.** Aver. for 1903, 82,777 (594). First 9 mos. 1903, sworn aver. 40,055.

## NEW HAMPSHIRE.

**Franklin Falls, Journal-Transcript, weekly.** Towne & Robie. In 1902, no issue less than 8,400.

**Manchester, news, daily.** Herb. N. Davison. Average for 1903, 7,545 (600).  
Leith & Stuart, N. Y. Rep., 100 Nassau St.

## NEW JERSEY.

**Asbury Park, Press, d'y.** J. L. Kinmonth, pub. Actual average 1903, 5,792 (\*). In 1902, 5,556.

**Camden, Daily Courier.** Est. 1876. Net average circulation for year end. Oct., '03, 6,885 (\*).

**Camden, Post-Telegram.** Actual daily average, 1903, 5,798 (\*), sworn.

**Elizabeth, Evening Times.** Sworn aver. 1902, 5,885 (616). 6 mos. 1903, 4,228.

**Elmer, Times, weekly.** S. P. Foster. Average for 1903, 2,111 (\*).

**Hoboken, Observer, daily.** Actual average 1902, 18,097 (619); Sept., 1903, 22,751.

**Jersey City, Evening Journal, d'y.** Av. for 1903 10,012 (\*). Last 3 months 1903, 20,659.

**Jersey City, Sunshine, mo.** J. W. Floridy. Aver. for year ending Jan., 1903, 24,500 (630).

**Newark, Evening News.** Evening News Pub. Co. Av. for 1903, d'y 58,896 (\*). Sy 16,291 (\*).

**Newmarket, Advertisers' Guide, mo.** Stanley Day, publisher. Average for 1902, 5,041 (625).

**Red Bank, Register, weekly.** Est. 1873. John H. Cook. Actual average 1902, 2,961 (\*).

## NEW YORK.

**Albany, Evening, evening.** Journal Co. Average for 1903, 16,627 (\*); December, '03, 17,056.

**Albany, Times-Union, every evening.** Establ. 1856. Average for 1902, 25,294 (635).

**Hinghamton, Evening Herald, daily.** Evening Herald Co. Average for 1903, 11,515 (\*).

**Buffalo, Courier, morning; Enquirer, evening.** W. J. Conners. Average for 1903, morning 48,818, evening 20,401 (641).

**Buffalo, Evening News.** Dy. av. 1902, 74,284 (641). Smith & Thompson, Rep., N. Y. & Chicago.

**Catskill, Recorder, weekly.** Harry Hall, editor. 1903 av., 2,408 (\*). At last 3 mo's, 2,454.

**Cortland, Democrat, weekly.** F. C. Parsons. Actual average for 1902, 2,228 (647).

**Elmira, Ev'g Star.** Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 100 Nassau St.

**Ithaca, News, daily.** Ithaca Publishing Co. Average for 1902, 2,116 (655). Av. for Sept., 1903, 4,500. Leith & Stuart, N. Y. Rep., 100 Nassau St.

**Le Roy, Gazette.** Est. 1836. Av. '03, 2,254 (\*). Larg. w'y. circ. Genesee, Orleans & Niagara Cos.

**Newburgh, News, d'y.** Av. for 1902, 4,257 (666). Guaranteed by affidavit or personal investigation.

## New York City.

**American Engineer, m'y.** R. M. Van Arsdale, pub. Av. 1902, 2,616 (681). Av. for '03, 2,975 (\*).

**American Machinist, w'y, machine construe.** (Also European ed.) Av. 1902, 18,561 (680) (670).

**Amerikanische Schweizer Zeitung, w'y.** Swiss Pub. Co., 62 Trinity pl. Av. for 1902, 15,000 (671).

**Automobile Magazine, monthly.** Automobile Press. Average for 1902, 3,750 (666).

**Baker's Review, monthly.** W. R. Gregory Co., publishers. Actual average for 1903, 4,456 (\*). Average for last three months 1903, 4,700.

**Bensinger's Magazine, family monthly.** Bensinger Bros. Average for 1902, 28,479 (686).

**Caterer, monthly.** Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,333 (687).

**Cheerful Moments, monthly.** Geo. W. Willis Publishing Co. Average for 1902, 268,528 (687).

# A Roll of Honor—Continued.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1902, **26,844** (©) (673).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, **721,909** (888). Act. av. circ'n for 6 months ending June, 1903, **876,987**.

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1902, **4,866** (\*).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1902, **5,875** (689).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, **6,212** (©) (674).

Elite Styles, monthly. Purely fashion. Actual average for 1902, **62,125** (\*).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, **10,009**, (©) (674).

Forward, daily. Forward Association. Average for 1902, **81,709** (667).

Frank Leslie's Popular Monthly, Frank Leslie Publishing House. Actual av. for 1902, **204,621** (690). December, 1902, edition, **258,650** copies.

Haberdasher, mo., est. 1881. Actual average for 1902, **7,106** (\*). Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware, semi-monthly. Average for 1902, **8,802** (683); average for 1903, **9,581**.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than **17,000** (\*). (©).

Junior Toiletries, fashion monthly. Max Jagerhuber, pub. Actual average 1902, **86,540** (\*).

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, **28,228** (668).

Music Trade Review, music trade and art weekly. Av. for 1902, **5,452** (677).

New Idea Woman's Magazine, fashions, m'y. New Idea Publishing Co. Established 1895. Actual av. circulation for six months ending Dec., 1902, **179,500**.

New Thought Magazine, moved to New York City. Average ending January, 1903, **29,239** (183). Average ending December, 1902, **104,977**, *moron. The only medium for New Thought people.*

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (©) (679).

Pocket List of Railroad Officials, qly. Railr'ds & Transp. Av. '02, **17,696** (702); av. '03, **17,992**.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, **4,914** (\*).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. P. Rowell. Est. 1888. Average for 1902, **11,001** (\*).

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1886. (©) (680).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, **3,482** (687).

The Designer, fashions, monthly. Standard Fashion Co. Established 1884. Actual av. circulation for six months ending December, 1902, **288,528**.

The Iron Age, weekly, established 1855 (©) (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901, 'by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, that paper, after a canvassing of merits extending over a period of ten months, has

ing been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class."



The Ladies' World, mo., household. Average net paid circulation, 1902, **480,155** (\*).

The New York Times, daily. Adolph S. Ochs, publisher. 1902 A (©) (689).

The World, Actual aver. for 1902, **Morn., 275,607** (\*), E'v'g, **257,102** (\*). S'y, **888,650** (\*).

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1902, **61,800** (\*).

Wilshire's Magazine. Gaylord Wilshire, ed., 123 E. 23d St. Act. av. ending Sept., 1902, **46,000** (1088). Actual av. first eight mos., 1902, **100,625**.

Rochester, Case and Comment, mo. Law. Av. for 1902, **20,000** (715); 4 years' average, **20,186**.

Sebeneetady, Gazette, daily. A. N. Lietz. Average for 1902, **9,097** (718). Actual average for 1902, **11,628** (\*).

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. for 1902, dy. **82,118**, Sunday **29,009**.

Utica, National Electrical Contractor, mo. Average for 1902, **2,292** (725).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, **12,618** (728).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, **2,462** (724).

Wellsville, Reporter. Only dy. and s.-w. in Co. Av. 1902, dy. **1,184** (\*); s.-w., **2,958** (\*).

Whitehall, Chronicle, weekly. Inglee & Tefft. Average for 1902, **4,128** (726).

## NORTH CAROLINA.

Charlotte, Observer, North Carolina's foremost newspaper. Act. d'y av. 1902, **5,582** (\*). S'y, **6,791** (\*); semi-w'y, **8,900** (\*).

Raleigh, Biblical Recorder, weekly. Average 1902, **7,655**. Six months 1902, **8,691**.

## NORTH DAKOTA.

Grand Forks, Normanden, weekly. Norman-den Pub. Co. Average for 1902, **5,451** (\*).

Herald, dy. Av. for '02, **5,479** (\*). Guarantee, **5,600**. North Dakota's BIGGEST DAILY. La Coste & Maxwell, N. Y. Rep.

Wahpeton, Gazette, Ave. 1902, **1,564** (\*). Largest circ. in Richland County. Home print.

## OHIO.

Akron, Beacon Journal. D'y av. 1902, **8,208** (700). La Coste & Maxwell, N. Y., Eastern reps.

Ashtabula, Amerikan Sanomat, w'y. Aug. Edwards. Average for 1902, **8,558** (702).

Cincinnati, Enquirer. Established 1842. Daily (©), Sunday (©) (761). Beckwith, New York.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, **18,088** (704). First twelve months 1902, actual aver. **48,025**. Official organ Hotel and Restaurant Employees' Int. Alliance and Barenders' Int. League of America. WATCH US GROW.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, **10,107** (705).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, **2,534** (708).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, **142,018** (761). Act. aver. for first six months 1902, **147,601**.

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year ending Dec., '01, '02, **15,750**.

Cleveland, Tribune, weekly. Tribune Publishing Company. Average for 1902, **20,247** (\*).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, **24,989** (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, **4,958** (771).



# A Roll of Honor—Continued.

**Dayton, News, dy.** News Pub. Co. Average for 1902, 16,520 (775). In 1903, 16,407 (\*).

**Dayton, Young Catholic Messenger, semi-mo.** Geo. A. Pfaum. Aver. for 1903, \$1,125 (\*).

**Lancaster, Fairfield Co. Republican.** In August, '02, no issue less than 1,680 for 2 years (783)

**Springfield, Farm and Fireside, agricultural, semi-monthly.** est. 1877. Actual average for 1902, \$11,220 (800). Actual average for first six months, 1903, \$40,575.

**Springfield, Woman's Home Companion, household monthly.** est. 1873. Actual av. for 1902, \$62,666 (800). Actual average for first six months, 1903, \$85,166.

**Toledo, Medical and Surgical Reporter, mo.** Actual average 1903, 10,083 (\*).

**Toronto, Tribune, weekly.** Frank Stokes, publisher. In 1902, no issue less than 1,250 (802).

## OKLAHOMA.

**Guthrie, Oklahoma Farmer, wy.** Actual aver. 1902, 22,178 (813). Year end. June 30, '03, 24,198.

**Guthrie, Oklahoma State Capital, dy. and wy.** Average for 1902, dy. 18,806, wy. \$1,222 (813). Year ending July 1, '03, dy. 19,868; wy. 23,119.

## OREGON.

**Astoria, Lannetar, C. C. C. Rosenberg, Finnish, weekly.** Average 1902, 1,892 (830).

**Portland, Evening Telegram, dy. (ex. Sun)** *Sworn cir.* '03 (8 mos.), 17,328. In '02, 16,866 (824)

**Portland, Pacific Miner, semi-mo.** Av. year ending Sept., 1902, 3,808; first 8 mos. 1903, 4,912.

## PENNSYLVANIA.

**Bellefonte, Centre Democrat, wy.** Chas. R. Kurtz, Pub. *Sworn aver.* 1903, 3,804 (\*).

**Chester, Times, ev'g dy.** Av. 1903, 8,187 (\*). N. Y. office, 220 B'way. F. R. Northrup, Mgr.

**Connellsville, Courier, weekly.** Actual av. for 1902, 3,165 (838). The "Courier" has a daily issue since Nov., 1902; statement upon application.

**Erie, Times, daily.** Average for 1903, 11,208 (\*). E. Katz, Special Agent, New York.

**Harrisburg, Telegraph, dy.** No issue for year end. Feb., '03, less 1,500 (847). *Sworn av. year end.* July, '03, 9,429. Average Sept., '03, 10,651.

**Philadelphia, American Medicine, wy.** Av. for 1902, 19,327 (865). Av. March, 1903, 16,827.

**Philadelphia, Camera, monthly.** Frank V. Chambers. Average for 1902, 6,745 (871).

**Philadelphia, Farm Journal, monthly.** Wilmer Atkinson Company, publishers. Average for 1903, 544,076. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1902, by  
"Printers' Ink, 'The Little  
"Schoolmaster' in the Art of  
"Advertising, to the Farm  
"Journal. After a canvassing  
"of merits extending over a  
"period of half a year, that paper, among all  
"those published in the United States, has been  
"pronounced the one that best serves its purpose  
"as an educator and counselor for the agricultural  
"population, and as an effective and economical  
"medium for communicating with them,  
"through its advertising columns."

**Philadelphia, Grocery World, wy.** Grocery Pub. Co. Av. for 1902, 9,403 (867). Average first six months 1903, 9,780.

**Philadelphia, Press, Av. circ. over 100,000 daily.** Net average for Dec., 1903, 114,594 (\*).

**Philadelphia, Public Ledger, daily.** Adolph S. Ochs, publisher. (©) (865).

Do you want nearly everybody in Philadelphia to read your advertisement?

"The Bulletin" goes every evening into nearly every home in Philadelphia.

## The Evening Bulletin

is therefore the best medium in

## PHILADELPHIA

to bring your announcements before Philadelphians.

The following figures show the actual daily average circulation of "The Bulletin" for each of the months from January to December, 1903:

January . 129,173

February . 140,056

March . . 146,774

April . . . 146,597

May . . . 139,877

June . . . 144,810

July . . . 142,597

August . . 147,714

September 142,492

October . . 149,117

November 152,988

December 150,320

The above figures are net—all damaged, unsold and returned copies have been omitted.

**WILLIAM L. McLEAN,**

**Publisher.**

In Philadelphia nearly everybody reads "The Bulletin."

# A Roll of Honor—Continued.

**Philadelphia, Reformed Church Messenger, w'y.** 1306 Archst. *Average for 1903, 8,555 (\*)*.

**Philadelphia, Sunday School Times, weekly.** *Average for 1902, 101,315 (989). Average to July 1, 1903, 108,957. Religious Press Assn., Phila.*

**Pittsburg, Chronicle-Telegraph.** *Aver., 1902, 67,842 (876). Sworn statement on application.*

**Pittsburg, Gazette, d'y and Sun.** *Aver. d'y 1902, 60,229 (876). Sworn statement on application.*

**Pittsburg, Labor World, w'y.** *Av. '02, 16,025 (877). Reaches best paid class of workmen in U. S.*

**Pittsburg, Times, daily.** *Wm. H. Self, pres. Average for 1902, 59,571 (876). Average first six months 1903, 64,871.*

**Scranton, Times, every evening.** *Edw. J. Lynett. Average for 1902, 19,917 (883).*

**Warren, Forenings Vannen, Swedish, mo.** *Av. 1902, 1,541 (889). Circulates Pu., N. Y. and O.*

**Washington, Reporter, daily.** *John L. Stewart, gen. mgr. Average for 1902, 5,557 (889).*

**West Chester, Local News, daily.** *W. H. Hodgson. Average for 1902, 15,086 (890).*

**Yerk, Dispatch, daily.** *Dispatch Publishing Co. Average for 1903, 8,108 (\*).*

## RHODE ISLAND.

**Providence, Daily Journal, 18,975 (896).** *Sunday 18,321 (896). Providence Journal Co., pub.*

**Westerly, Sun.** *Geo. H. Utter, pub. Average 1903, 4,388 (\*). Only daily in So. Rhode Island.*

## SOUTH CAROLINA.

**Anderson, People's Advocate, weekly.** *G. P. Brown. Aver. 1902, no issue less than 1,700 (899).*

**Charleston, Evening Post.** *Actual daily average for 1903, 2,842 (\*).*

**Columbia, State, daily.** *State Co., publishers. Actual average for 1903, daily 6,568 (\*); semi-weekly, 2,015 (\*); Sunday, 7,705 (\*).*

## SOUTH DAKOTA.

**Siox Falls, Argus Leader.** *Tomlinson & Day, publishers. Actual daily average for 1902, 5,819 (115). Actual daily aver. for 1903, 5,882 (\*).*

## TENNESSEE.

**Chattanooga, Southern Fruit Grower, mo.** *Actual average 1903, 17,555 (\*). Rate, 9 cents per line. Average for January, 1904, 19,177.*

**Gallatin, Semi-weekly News.** *In 1902 no issue less than 1,550 (923). First 5 mos. 1903, 1,425.*

**Knoxville, Sentinel, daily.** *Average 1903, 9,691 (\*). Last six months 1902, 10,168.*

**Lewisburg, Tribune, semi-weekly.** *W. M. Carter. Actual average 1903, 1,201 (\*).*

**Memphis, Commercial Appeal, daily.** *Sunday and weekly. Average 1903, daily 28,959 (\*). Sunday 28,080 (\*), weekly 77,821 (\*), (927). Dec., 1903, dy. 28,069, Sy. 41,470, wy. 81,561.*

**Memphis, Morning News.** *Actual daily average for 1903, 17,594 (\*).*

**Nashville, Banner, daily.** *Av. for year ending Feb., 1903, 16,078 (929). Av. for Oct., 1903, 20,025. Only Nashville d'y eligible to Roll of Honor.*

**Nashville, Christian Advocate, w'y.** *Bigham & Smith. Average for 1902, 14,241 (929).*

**Nashville, Merchant and Manufacturer.** *Commercial; monthly. Average for nine months ending December, 1903, 5,111 (\*).*

**Nashville, Progressive Teacher and South'n School Journal, mo.** *Av. for 1902, 8,400 (930).*

## TEXAS.

**Dallas, Retail Grocer and Butcher, mo.** *Julian Capers, publisher. Average for 1903, 1,000 (944).*

**Denton, Denton Co. Record and Chronicle, w'y.** *W. C. Edwards. Av. for 1902, 2,744 (945).*

**El Paso, Herald, daily.** *Average for 1902, 8,245 (946). J. P. Smart, Direct Representative, 120 Nassau St., New York. In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the Herald rating, but it has recently been made apparent that the "Times" rating is fraudulent.—PRINTERS' INK, July 22, 1903.*

**La Porte, Chronicle, weekly.** *G. E. Kepple, publisher. Average for 1902, 1,229 (954).*

**Paris, Advocate, d'y.** *W. N. Furey, pub. Actual average, 1903, 1,827 (\*).*

**Sherman, Democrat, Av., 1903, dy., 1,019 (\*); w'y., 4,250 (\*). Liquor ads excluded. Solely clean business. 24 years under same management.**

## UTAH.

**Ogden, Standard.** *Wm. Glassman, pub. Av. for 1902, daily 4,022, semi-weekly 3,051 (970).*

## VERMONT.

**Barre, Times, daily.** *F. E. Langley. Aver. 1902, 2,354 (974). Last six months 1903, 2,586.*

## VIRGINIA.

**Norfolk, Dispatch, daily.** *Daily average for 1903, 5,095 (985). Actual av. for 1903, 7,482 (\*).*

**Richmond, News Leader, every evening except Sunday.** *Daily average February 1, 1903, to February 1, 1904, 27,414 (\*). The largest circulation between Washington and Atlanta.*

## WASHINGTON.

**Spokane, Saturday Spectator, weekly.** *Frank Leake. Average for 1902, 5,536 (990).*

**Tacoma, Daily News, d'y.** *Av. '02, 12,659 (1000). At 9 mos. 1903, 14,014. Saturday issue, 17,222.*

**Tacoma, Ledger.** *Dy. av. 1902, 10,986; Sy., 14,195; w'y. 7,414 (1000). At 7 mos. 1903 22-cedar; Dy., 12,500; Sy., 15,500; w'y., 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.*

## WEST VIRGINIA.

**Parkersburg, Sentinel, daily.** *R. G. Hornor, pub. Average for 1902, 2,504 (1006).*

**Wheeling, News, d'y and S'y.** *News Pub. Co. Average for 1902, d'y 8,026, S'y 8,305 (1011).*

## WISCONSIN.

**Madison, Amerika, weekly.** *Amerika Publishing Co. Average for 1902, 9,496 (1020).*

**Milwaukee, Badger, monthly.** *Badger Pub. Co. Aver. for year ending March, 35,822 (1032); since October, 60,000. Rate, 30c. a line.*

**Milwaukee, Evening Wisconsin, d'y.** *Evg. Wisconsin Co. Av. for 1903, 21,981 (1029).*

**Milwaukee, Journal, daily.** *Journal Co., pub. Av. for 1903, 28,504 (\*). Dec. '02, 28,750.*

**Oshkosh, Northwestern, daily.** *Av. for 1902, 5,902 (1026). First 4 mos. 1903, 6,370.*

**Racine, Journal, daily.** *Journal Printing Co. Average for 1902, 3,702 (\*).*

**Racine, Wisconsin Agriculturist, weekly.** *Average for 1902, 27,512 (1039). For 1903, 28,181 (\*). Adv. \$2.10 per inch.*

**Waupaca, Post, weekly.** *Post Publishing Co. Average for 1902, 2,558 (1045).*

## BRITISH COLUMBIA.

**Vancouver, Province, daily.** *W. C. Nichol, publisher. Average for 1902, 5,987 (1051).*

**Victoria, Colonist, daily.** *Colonist P. & P. Co. Average for 1902, 5,574 (1051).*

## MANITOBA, CAN.

**Winnipeg, Der Nordwesten, German w'y.** *Av. for 1903, 9,565 (\*), only medium in special field.*

## A Roll of Honor—Continued.

**Winnipeg, Free Press, daily and weekly.** Average for 1903, daily, 18,524 (\*); weekly, 18,908 (\*) (1904). Daily, December, 1903, 21,013.

### NOVA SCOTIA, CAN.

**Halifax, Herald and Evening Mail.** Av. 1903, 8,571. Av. 1903, 9,941 (\*). Dec., 1903, 11,878.

### ONTARIO, CAN.

**Toronto, Canadian Implement and Vehicle Trade, monthly.** Average for 1903, 8,875 (\*).

**Toronto, Star, daily.** Average for 1903, 20,971 (\*). December, 1903, 25,427.

### QUEBEC, CAN.

**Montreal, Herald, daily.** Est. 1808. Actual average for 1903, 22,515 (\*).

**Montreal, La Presse.** Trefle Berthiaume, publisher. Actual average 1903, daily 70,420. Average to Sept. 1st, 1903, 75,075 (1903).

**Montreal, Les Debats, wy.** Ed. Charlier, pub. Av. 1903, 6,577. This paper is now published under the name of *Le Combat Journal Independent*.

**Montreal, Star, dy. & wy.** Graham & Co. Av. for '02, dy. 55,075, wy. 121,418 (1903). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

Publishers barred from entry into the Roll of Honor because they had not the requisite qualification—that is, because they had not placed on file a detailed, signed and dated statement conforming to the rules of the American Newspaper Directory—have **Now** an opportunity to be admitted if they do the four things here specified :

- 1st.—Set down separately the number of complete and perfect copies printed of each issue during the 12 months preceding date of the statement.
- 2nd.—Divide the sum of the several issues by the number of separate issues, thus ascertaining the average issue.
- 3d.—The statement should be dated,
- 4th.—The statement should be signed by some person whose authority to give the information is either evident or stated.



If statements of the character specified are sent to the editor of PRINTERS' INK, he will edit the copy for the Roll of Honor and turn the statement over to the editor of the American Newspaper Directory for use in the 1904 edition of the Directory, now undergoing the thirty-sixth annual revision.

**O**N the next page an advertisement may be seen which appeared in PRINTERS' INK for February 3, 1904—at a cost of \$40. The points which are set forth in that advertisement must convincingly appeal to the thoughtful advertiser.

Every point is a strong one.

Strong points count.

I believe similar conditions exist in other places, and I also believe that publishers of leading papers ought to *remind* advertisers often and forcefully of the real situation in a given locality.

 Advertisers need as much to be *reminded* as  they need to be informed.

An advertisement in PRINTERS' INK does both—the *reminding* and the informing.

It does it more cheaply and more effectively than any other way you might choose—and that's why I *remind* you of this fact.

#### ADVERTISING RATES

One page, one time, \$40 cash. Smaller space pro rata.  
In position, if granted, twenty-five per cent additional.

If interested, write me. I like to hear from publishers and am always ready to help them to make their advertising in the Little Schoolmaster profitable. I will edit your copy for you and submit proof in advance, if you ask me to do so.

**CHAS. J. ZINGG**

Managing Editor and Business Manager

**PRINTERS' INK - - 10 SPRUCE STREET, NEW YORK**

If the advertisement of Chester, Pa., Times were ordered to occupy half a page—one column—to appear in the Chester, Pa., Times, it would cost \$20.00.

A few Cardinal  
Points regarding

# The Chester, Pa., Times

It is the only afternoon paper in Chester.

It has a greater circulation than all other Chester papers combined.

It is the only daily paper in Chester which has stated its circulation to the American Newspaper Directory for years.

It is the only paper in Chester entitled to and listed in the Roll of Honor.

Its actual net average sworn to circulation for the year 1903 was

**8,187 copies daily.**

No other daily paper in Chester has furnished a detailed circulation statement acceptable to the editor of the American Newspaper Directory.

A canvass of all the local newsdealers in Chester (and sales by newsboys) reveals 5,001 sales, almost twice as many as the other local daily sells.

THE TIMES grants no return privilege; those granted by the other paper run from 10 to 25 per cent.

It is the only paper in Chester and its territory with a circulation of known and proven value to an advertiser. Its circulation is among a class of people who respond to good advertising. They are intelligent and in good financial circumstances. Chester is the center of a great industrial field. Nearly six million dollars are paid out annually to wage earners in Chester. THE TIMES reaches those people; this is the reason why results from advertising in THE TIMES are always satisfactory. THE TIMES is your medium.

WALLACE & SPROUL, Publishers.

CHARLES R. LONG, Business Manager, Chester, Pa.

New York Representative, FRANK R. NORTHRUP, St. Paul Building, New York.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

### ADVERTISING RATES.

Classified advertisements set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$20 a page.

Displayed advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position (if granted), 25 per cent additional.

For position (full page) on first or last cover, double price.

For second page or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 10, 1904.

### THE REGAL SYSTEM.

In Boston recently the Regal Shoe Company's store managers from various parts of the country held the first of the annual conventions that will hereafter be a means of promoting this growing business. In addition to becoming acquainted with one another, exchanging ideas, the store managers also get in touch with the company's officers, factory and product. The affair wound up with a dinner, at which the managers, numbering between fifty and sixty, were addressed by E. J. Bliss, the originator and active promoter of the Regal Shoe; his father, L. C. Bliss, head of the company, and A. B. Young, general store manager. The addition to the company's factory at Whitman, Mass., was also inspected. With its completion the daily capacity will be fully 5,500 pairs of shoes a day.

The Regal stores are, perhaps, the largest chain of retail establishments in this country under one management. The first was opened in 1891 at Boston. To-day there are sixty, scattered from

ocean to ocean, with one very successful shop in London. A dozen new stores were opened last year, and the chain is being actively extended. In what is called the "metropolitan district," embracing Greater New York and her New Jersey suburbs, there are now twenty stores, while others are located in Boston, San Francisco, New Orleans, Chicago, St. Louis, Philadelphia, Atlanta, Minneapolis, St. Paul, Pittsburg, Cleveland, Washington, Detroit, Cincinnati, Milwaukee, Louisville, Buffalo, Newark, Jersey City, Providence, Rochester, etc. In addition to this chain the company also carries on an immense mail order business, with Boston as headquarters.

\* \* \*

"The Regal advertising consists of two distinctly separate campaigns," said A. A. Brown, general office manager of the company, while in New York some time ago. "In the cities where stores are situated we use the newspapers to promote retail trade, while for the mail order trade we use magazines. So far as we have traced results the magazines send about ten per cent. of business to the retail stores, and the newspapers containing purely local ads stimulate about ten per cent. of mail order trade, which comes from readers living too far from town to patronize the stores. It is a fact, though, that the two campaigns together have created a demand for more stores, and we are opening new ones as fast as good locations can be secured. The cost of each campaign is about the same, and results are also very nearly on a par. Between stores and mail trade we supplied shoes last year to a million wearers. The success of the business is built on advertising and good management. The store managers are selected and advanced according to a merit system, and by means of daily reports the main office in Boston is kept informed as to stock on hand, the styles and sizes that are selling best, and so forth. This has direct bearing on the output of the Regal factories. Store managers are furnished advance proofs of all



our advertising, and are thus posted. They in turn keep the Boston office posted on conditions in their own territory, styles and demand necessarily differing in various sections of the country. A thorough system is maintained in the mail order department, card indices showing instantly the name of any person who has ordered, with style, size, width and full particulars. The system here is so admirable that complaints from mail customers regarding misfits do not average higher than one-third of one per cent. The present year will see great growth in the number of stores, new ones being opened as fast as central locations can be had. The right kind of a location is by no means easy to get."

LOUIS M. PORTER, who made arrangements with about fifty American dailies two years ago to represent them in London, has brought suit against the New York *Evening Post, Mail and Express* and *Journal of Commerce and Commercial Bulletin*. By his arrangement with the list he represents he was to receive from each paper \$100 a year and ten per cent commission on business secured. The suit grew out of refusal to pay on the part of the three papers involved, they alleging that Mr. Porter had violated his agreement by becoming London representative of the N. W. Ayer & Son agency. Decision has not been rendered. Mr. Porter left for London after the hearing, where he will represent the Ayer agency openly. The papers representing the defense say that little advertising has come to them from English firms as a result of Mr. Porter's propaganda.

MR. HUNTON, of the Van Doren Special Agency in New York City, informs PRINTERS' INK that many years ago the *Commercial Tribune* of Cincinnati entered into a compact with the Cincinnati *Enquirer* whereby both papers bound themselves not to furnish definite information about their circulation. They will make assertions that their circulations are or were so and so, but will refrain from furnishing any proof.

THE *News and Courier*, Charleston, S. C., is one hundred years old.

ROBERT F. BERNER, long advertising manager of *Puck*, died at his home in New York City January 23.

DAVID KAPHOKOHOAKIMOKEWONAH has been appointed postmaster at Koekia, Hawaiian Islands. This is but another illustration of the administration's preference for men of letters in official positions. —*The Washington Post*.

THE calendar of the Manufacturers' Life Insurance Company, Toronto, bears a highly interesting map of the world, showing the British Empire, with its defenses, trade lines and strategic advantages.

PITTSBURG has a new advertising agency known as the Shaw-Shaw Advertising Agency, the proprietors of which are J. Frazier Shaw and D. Minard Shaw, two brothers who have had wide experience in publishing and agency work in that city.

*Articraft* is a new monthly publication that has just been established at Palisades, N. Y., "with malice toward none, with charity for all." It is devoted to art, philosophy, psychology and pedagogy, and represents an arts and crafts shop in that town. The first number is of pocket size and tastefully printed.

THE Chicago *Record-Herald* gained 706 columns of advertising in 1903 over the record of the previous year, according to a booklet of statistics issued by the publisher, and though all bucket-shop advertising was refused the paper published more display financial publicity than any paper in Chicago or the entire West. The total amount of publishers' advertising led the nearest competitor by 57,649 lines, it is stated, and the *Record-Herald* also got the most hotel and resort business (excess of 47,441 lines over nearest competitor) and school and college publicity (excess of 32,513 lines).

AN issue of 108 pages, printed on a brand new perfecting press, celebrated the twenty-first birthday of the *Evening Gazette*, Cedar Rapids, Iowa, January 9.

By mutual agreement, the *Indianapolis Journal* will cease to be represented in the East by the L. H. Crall Co., 22 Times Building, New York City, after February 15, 1904. All existing contracts with the L. H. Crall Co. for the *Journal* will continue in full force until their completion.

THE *Philadelphia Press* issues a printed statement of circulation for 1903 with the average carried out by months. The daily net average for December was 114,594 copies. On May 11 this daily stopped its return privilege, and the number of copies printed that day was more than 10,000 less than the issue before. By July 13, however, this shrinkage was made good with net circulation, and since the non-returnable policy was adopted the daily edition has increased from 92,800 copies gross on May 9 to 116,600 copies net on December 31. These statistics are set forth in a novel folder bearing the imprint of the H. I. Ireland agency, Philadelphia.

IN the latest issue of the big catalogue of Montgomery Ward & Co., Chicago, appears the following information in a little panel:

.....  
: IN OUR SPECIAL BOOK CATALOGUE :  
: We quote a very complete line of :  
: Family Bibles, Teachers' Bibles, :  
: Episcopal Prayer Books, etc. We :  
: will send you one on request free :  
: of charge. :  
.....

Read according to punctuation this is an offer of a free book catalogue. Readers of mail order catalogues don't go much on punctuation, however, and so Montgomery Ward & Co. receive every day requests for "the free Bible." James W. Thorne, of that concern, considers this evidence that the public at large is growing decidedly better—also that no mortal will ever print a mail order catalogue free from the error and the double meaning.

THE prevailing shortage in ground wood pulp is likely to continue, according to paper trade authorities, and in consequence the steady, increasing demand for news paper bids fair to keep up present prices, which are technically known as "firm."

THE *Scientific American* for January 30 is a special automobile number of forty pages, containing a review of this active industry from the technical standpoint. Leading American machines are described mechanically and compared with foreign motors. The issue carries a large amount of automobile advertising.

THE *Rhode Island Advertiser* for January, referring to Providence newspaper circulations, propounds the following puzzle:

HOW OLD IS ANN?

The *Bulletin* has three times the circulation that the *Telegram* had when the *Bulletin* had the circulation that the *Telegram* has now. What is the circulation of the *Telegram*?

In times past the Providence *Telegram* has issued circulation statements that were calculated to deceive. The latest circulation statement, issued by the *Telegram*, is also a puzzler.

A CURRENT magazine ad for the Underwood Typewriter makes a point of the fact that "Sunny Jim's" correspondence is done on seventy-five machines of this make. Persons disposed to be critical about such things will probably assert that the ad benefits "Force" more than the Underwood. "Force" is being introduced in the Philippines, according to the Manila *Sunday Sun*, and is being taken up there with surprising rapidity.

THE *Memphis Commercial Appeal* announces two special issues of its weekly edition for February 16 and March 15, when double circulation will be given at the regular advertising rate. Reference to the Roll of Honor will show that double circulation in this case means 150,000 copies. These specials are published to induce new subscriptions from the Southern farmers who have been selling twelve-cent cotton.

THE Jersey City *Evening Journal* had a daily average circulation of 19,012 copies in 1903, while the last three months of the same year averaged daily as high as 20,659 copies. The *Journal* is a member of the Roll of Honor and likes to be called "the great home paper of Hudson County."

THE sixty-second dinner of the Sphinx Club will be given at the Waldorf-Astoria, Wednesday, Feb. 10, at 7 p. m. The keynote of the evening's discussion will be furnished by an address on "The Psychology of Advertising," by Professor Walter Dill Scott, Ph. D., of the Northwestern University.

AN adwriting contest open to children under sixteen years of age is being conducted with considerable success by the Lexington Roller Mills Co., Lexington, Ky. Nominal cash prizes are given for the best ad of their "Cream Flour" submitted each week, and ads deemed worth publishing are also purchased at small prices. An average of about fifty per week is being received, and those published thus far are creditable. The true advertising lies, of course, in the interest aroused through the youngsters.

WHILE postal expenses have enormously increased owing to the establishment of rural delivery routes, the increase of revenue is so great that the deficit is continually shrinking. For the quarter ending with September 30 the increase in expenditures was \$144,179, while the revenue had increased \$2,265,976 over the same period of the previous year. At this rate the deficit for 1903 will be more than \$3,000,000 below the department's most sanguine estimate. The increase in receipts is a new factor in postal affairs, surprising the officials. Probably a large proportion of it comes from rural routes, and it is more than likely that when the people benefited by this new service have learned to take full advantage of its conveniences the revenue will be so large as to obliterate the postal deficit forever.

## CLASSIFIED ADS

**Twenty, Ten and Five  
Dollars Respectively**

The advertising rates of PRINTERS' INK are printed under the headline on the first editorial page. Classified advertisements, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, cost ten cents a line, twenty dollars a page. Did it ever occur to those using classified space what a splendid chance they have to make a page, a half page or a quarter page splurge by leading or paragraphing copy, for twenty, ten or five dollars respectively?

Space used in this way means a display of its own and an effective one.

THIS ad, inserted in the *Outlook* by a Yale student, suggests a novel way of paying for a college education:

NEW HAVENERS, out of town, who desire to have the graves of relatives or friends decorated for Easter, please address Sigma, No. 7,871, The Outlook. Pastor's reference.

On Monday, February 2, a year ago, there were received at the office of the *Saturday Evening Post*, in Philadelphia, twenty thousand letters, containing exactly thirty-five thousand dollars for subscriptions to the *Post*. Is there any other publication which ever equaled this in a single business day?

THE *Four-Track News*, published by Geo. H. Daniels, at 7 E. Forty-second street, New York, was admitted to the second class mail privilege on December 15, 1903. This magazine, originally a business organ for the New York Central Railroad, has developed under Mr. Daniels' management into a full-fledged illustrated magazine, devoted, as its sub-title says, to travel and education.

BUSINESS articles are to be a feature of the *Atlantic Monthly* this year. The February issue contains two papers that will appeal to any broad-minded business man. "Wall Street and the Country," by Charles A. Conant, treats the Stock Exchange as a legitimate, necessary piece of business machinery, and corrects the wrong impressions that are held about it by those who accept their ideas from the superficial. Mr. Conant's article goes into the whole mechanism of money, banking and foreign exchange, and explains them very clearly. "Is Commercialism in Disgrace?" looks as though it might be the title of a diatribe, but the writer of this article, John Graham Brooks, explodes some of the commoner charges against the age because it is constructive, and therefore "commercial," and shows that while there are dishonest business men, they are rather the exception, and that modern business conditions tend more and more toward honest dealing.

A NEAT almanac published by the Providence *Journal* is compiled with reference to Rhode Island readers alone, being designed to circulate in the paper's own territory. In its ninety-six pages are given a singularly complete array of facts about Rhode Island officials, politics and municipal authorities, with calendar and astronomical information, records of sport and such matters. The book is handsomely printed and conveniently arranged.

THE second issue of *Collier's* during each month of this year will be a fiction special, supplementing the household specials that are published the last week in each month. Cash prizes of \$5,000 and \$2,000 have been offered to attract the best stories to the magazine. *Collier's* printed 16,279 lines of life and accident insurance advertising during 1903. According to Mr. Nast's count other leading magazines carried the following aggregate of lines: *Saturday Evening Post* 10,723, *McClure's* 7,168, *Scribner's* 7,102, *Century* 6,677, *Harper's* 6,476, *Review of Reviews* 6,440, *Success* 6,183, *Literary Digest* 6,098, *Munsey's* 5,264, *Cosmopolitan* 5,021.

It is expected that the new Fourteenth Street Store at Fourteenth street and Sixth avenue will be opened for business before the first of April. The establishment will have all the departments usual to popular-priced stores, and particular attention will be given to groceries and meats. The building stands on the old Macy site, and was begun last May after the former occupants moved up into the Herald Square district. The Sixth avenue frontage is 208 feet, with 175 feet on Fourteenth street and 225 on Thirteenth. The building, ten stories high, with basement and sub-basement, represents an investment of \$1,600,000. The distinctive name, "The Fourteenth Street Store," was chosen by Henry Siegel because other institutions in that locality take their name from this thoroughfare—the Fourteenth Street Armory, Fourteenth Street Theater, and so forth.

A YOUNG man in a New York electric car recently stepped on a charged plate in the floor, receiving a smart shock. Experts say that he would have been killed but for the fact that he wore rubber heels. This is an instance, therefore, in which advertising was clearly instrumental in saving life. It ought to interest Mr. O'Sullivan and his imitators.

*La Patrie*, the French daily of Montreal, describes in an illustrated booklet a series of balloon ascensions made to advertise that paper and *Le Cultivateur* last summer. Professional aeronauts made ascents in thirty-three Canadian centers in the territory of these publications, and the novelty attracted crowds of 100,000 people in some instances.

THE *Tacoma News* makes a practice of publishing an "annual edition" each January, dealing with the progress of the city and its interests. The issue for 1904 consists of sixty pages and a colored cover, and beside the extra advertising common to such specials gives a great deal of most interesting statistical information about the Northwest. Tacoma has become a great shipping point for the Orient and South America. During the year there were exported nearly 4,000,000 bushels of wheat, and more than 1,000,000 barrels of flour to foreign countries. It is also the chief military depot on the North Pacific coast, supplying Alaska and the Philippines. Merchandise to the value of \$36,000,000 was handled at her wharves in 1903. Bank clearings aggregated over \$100,000,000, an increase of thirty-two per cent for the year. The city has a great retail trade, and is a center for grain, lumber, minerals and the products peculiar to the Northwest. Though she has suffered the setbacks that seem to be inevitable with the rapidly built cities of the West, the period of depression incident to her growth is now fairly over, and conditions governing her trade and natural resources assure a fair future.

MANY expressions favorable to the Newcomb bill, regulating the use of trading stamps, have been obtained by the Merchants' Association of New York City. Other organizations in various parts of the State are said to have assented to the plan of sending delegations to Albany for the purpose of urging the adoption of the measure. A number of Senators and Assemblymen are said to have pledged themselves to vote for the bill. In the last week the Merchants' Association mailed to 20,000 business men throughout the State copies of the bill, with petitions, resolutions and arguments in favor of adoption. The bill requires that every stamp shall have a value expressed in cents, and shall be redeemable in cash or merchandise at the holder's option.—*New York Times*.

#### TO GET PRINTERS' INK FREE

Now and then a young man interested in advertising matters finds that his circumstances do not warrant his giving up five dollars, the subscription price of PRINTERS' INK. It is within the power of every such person to send in occasional advertising items, news or theories, that the Little Schoolmaster is glad to have and for which he would be willing to pay. Such items are solicited. Send them in and watch for their appearance. Buy the paper of the nearest newsdealer or peruse it at the reading room of the Young Men's Christian Association, the local hotel or wherever it is to be had. Keep a record of date of issue and page. When twenty such items have appeared write a letter to PRINTERS' INK specifying the items, with dates and pages, and your name will be put down for a paid subscription for a full year. More than this, if articles are submitted that are of material value they will be paid for and the paper is always sent free to regular contributors if they register a request to that effect. If you want to become a regular recipient of PRINTERS' INK and have any gumption, the cost need not stand in the way.

Six evening dailies on the Pacific coast have been associated as the "Pacific Penny Papers," to profit by the advantages of co-operation in securing foreign business. This league comprises the *Los Angeles Record*, *San Diego Sun*, *San Francisco News*, *Tacoma Times*, *Spokane Press* and *Seattle Star*. E. W. Scripps is president of the combination, and their Eastern advertising interests are being promoted by W. H. Porterfield, with offices in the Scripps-McRea quarters, Tribune Building, New York. C. W. Wallis, Hartford Building, Chicago, attends to the Western field.

THE time when advertising was classed with sleight of hand and necromancy has gone by. Gone forever is the day of the "genius" who, with a modicum of experience in the printer's craft and a plenitude of self-assurance set himself up on a pedestal as an infallible advertising expert and drew adulation and a fat salary. Advertising to-day is a business proposition pure and simple.

As a business proposition it presents fair fields to the business man and attractive vistas to the advertising man. The business man of the next quarter century must reckon with advertising as a mighty force, potential for well-nigh infinite good if harnessed and controlled by him; potential, likewise, for defeat if allowed to slip through his fingers into the grasp of competition. The advertising man must look his profession squarely in the face, and place it on a business basis. No amount of mere technical information, no clever dexterity in word-wielding, no complacent assumption of superior wisdom will make or keep a place for him in the field of publicity. He must make himself a specialist in bringing about business results through the use of printers' ink.

The business man who would achieve success through advertising, and the advertising man with ambition, must each take the "long view" of things—the business view that projects itself far beyond

the immediate present in plans of which results may not be seen clearly for years. If this "long view" of shrewd business policy be not taken there are "breakers ahead" for both business man and advertising man.

The business man may act either over-confidently or over-timidly, either may make rash plunges with an advertising appropriation, or grow faint-hearted. A triumph of good advertising is to show at the end of the year a steady, consistent gain in the volume of business and in the number of permanent patrons.

Advertising is a serious business—a business that must be studied from every possible viewpoint, and one to which the same sound sense that makes for success in all solid business enterprises must be applied.

#### THE EVENING STAR.

WASHINGTON, D. C.

January 27, 1904.

##### Editor of PRINTERS' INK:

I enclose a detailed circulation statement of the *Evening Star*, Washington, D. C., for the last year, showing a daily average of 34,083 copies.

Please note the steadiness of the figures, which represent papers for but one edition each day, printed at four o'clock, and sold for two cents a copy, not cheap, not inflated and not forced. Over ninety per cent. of the papers represented in this statement are circulated in Washington, not one of them except for value received, and nothing other than the paper itself has ever been offered as an inducement to subscribers during the past fifty years.

The *Star's* circulation has steadily grown with the growth of the city and the paper has ingratiated itself into the hearts of the people. Nothing has, or probably could, shake its influence in Washington. This accounts for the wonderful pulling power of every copy of the *Star*. By actual count over ninety per cent. of the white homes of the city take the *Star* regularly, every evening, and half of the *Star* subscribers read no other paper. This resolves itself into this fact: that an advertising campaign carried on through the *Star* absolutely reaches the whole of Washington, and any other advertising in the daily papers of that city simply duplicates but a portion of the *Star's* field.

In support of its claims, the *Star* is the only daily paper in Washington to issue a detailed circulation statement; that has a rating for all its claims in the American Newspaper Directory; that is on PRINTERS' INK's Roll of Honor, with gold marks, and that has the same rates and conditions for all advertisers.

Very truly yours, M. LEE STARK.



THE Associated Sunday Magazines, issued as part of the Chicago *Record-Herald*, Philadelphia *Press*, St. Louis *Republic* and Pittsburgh *Post*, now claim a circulation of 475,000 copies weekly. The publishers expected to circulate 650,000 at the outset, and a pro rata rebate is made on advertising contracts. The advertising patronage is growing. The issue for January 24 had full page ads for Wilson's Whiskey and Regal Shoes.

AN educated woman, leaving one of the better residential parts of New York City, went into the tenements, with their mixed population. Here she saw everybody reading the most sensational penny paper—presumably the *Journal*, though this is not stated openly in her article on "The Penny Paper" in the *Outlook* of January 30. Impressed by the hold it had upon the people, she began a study of its contents. The three-cent paper of her own preference contained plenty of national and world news, particularly news of the legislatures. The penny newspaper had none of these, and any one reading it exclusively would have had no notion of what the world was doing. Every news story with the slightest human interest, however, was thrown up in glaring headlines and embellished with vivid pictures. The greater percentage of the penny paper's "news" had no place in the three-cent paper, and in its details it was often insignificant. But there was always this human interest. The observer—Mary White Ovington—finally learned that the penny newspaper forms the whole library of the people in the tenements, and that it caters to readers who read even with difficulty, and whose elemental minds make it quite impossible for them to follow the consecutive news articles in newspapers of the better class. While the sensational daily has discovered a class heretofore neglected by newspapers altogether, its methods of supplying that class with entertainment are not the best, she believes, and further development of the penny paper will make it a force for education.

# WANTED

For the purpose of making arrangements for a series of articles on the subjects enumerated below PRINTERS' INK wants to hear from *competent* writers. The articles desired must not occupy more than two pages of space in PRINTERS' INK (about 1,500 words) each time. They must be written as a consecutive series, although each article must be a unit for itself, as they will appear in rotation, probably once in four weeks. They must be written from the standpoint of a teacher to an advertising student. (A rough comparison of what these departments will be, may be made with the one now conducted by Mr. Geo. Ethridge on Commercial Art Criticism.)

1. On General Mediums, comprising Newspapers and Magazines.
2. On Trade Paper Advertising.
3. On Street Cars and Billboards.
4. On the Use of Novelties.
5. On Follow-Up Systems.

Only competent writers need answer this, stating particulars and compensation wanted. Address Managing Editor PRINTERS' INK, 10 Spruce Street, New York.

By a recent arrangement both the *Morning Gazette* and *Evening Press*, of York, Pa., are under the management of Vernon Love.

THE Tacoma *News* stimulates its want ad patronage by giving with each classified liner inserted on Saturday a cloth bound novel. A fifty-cent minimum is stipulated. The novels comprise 125 standard works.

It is the custom of the Chicago *News* to issue at the beginning of the year a complete detailed statement of each day's circulation for the past twelve months, sworn and signed. The *News'* circulation represents sold copies only. In the twelve months of last year there were printed a grand total of 95,350,298 copies, no edition being published on Sundays or holidays. Of this total 940,145 copies were deducted for employees, waste, and so forth. The daily average of copies actually sold was 305,534, a gain of 1,316 copies daily net average over 1902, which was 304,218.

READ the ads in a magazine or newspaper and you can probably give reasons why each one ought to pay or vice versa. Chances are, however, that your reasons will be far from the real ones, for every campaign is based on subtle business conditions that do not appear on the surface, and that influence even purchasers unconsciously. It is the correct calculation of these conditions that makes business experience the whole thing in advertising.

"TOLEDO in the Magazines" is an interesting article by Theodore F. McManus, advertising agent in that city, recently printed in the *Toledo Blade*. The idea of showing a city's commercial enterprise by means of its magazine expenditure is novel, and ought to be carried out elsewhere. "Five years ago magazine publishers passed Toledo by," says Mr. McManus. "To-day magazine advertising is bringing into Toledo, on a conservative estimate, an average of \$500,000 worth of business per month, or \$6,000,000 per year. This money is coming from every corner of the country—it is even

crossing the ocean to find its way into Toledo bank accounts. It is sending fountain pens to England, to Germany, to India, to South Africa, to China, to Japan—literally by the thousands. It is bringing automobile buyers to two factories from all parts of America. It is setting up stoves in thousands of homes, and selling furniture to thousands of others. Small iron safes for the house—an original Toledo idea—are being sent into every State in the Union. Hundreds of well-to-do women are buying a patented toilet mirror conceived and manufactured in Toledo. Thousands of kitchens are being equipped with a steam cooker of Toledo manufacture—a cooker for which the demand has become so great it has compelled the erection of a new factory, now in course of construction. Baby carriages, safety razors, pocket knives, two famous toilet preparations, skirt supporters, optical goods, music, fishing outfits, office supplies, lawn sprinklers, cut glass, trunks, sewing machines, photographic supplies, wedding invitations—these and many other Toledo products or enterprises are being pushed through the pages of every magazine in the country."

The advertisers doing business in all of the leading magazines through Toledo are the Pope Motor Car Co., of Toledo; the Pope Motor Car Co., of Indianapolis; the Kirk Manufacturing Co., the Toledo Cooker Co., Chester D. Clapp, the Dillingham Shop, the Meilink Manufacturing Co., the Berger Manufacturing Co., of Canton, O.; the Yost Electric Co., Reid-Murdoch & Co., of Chicago; the Conklin Pen Co., the Auto-Filler Pen Co., the Weis Binder Co., the Cook Furniture Co., of Michigan City, Ind.; the Central Savings Bank, the Franklin Printing & Engraving Co., the Terry Manufacturing Co., the J. M. Kenyon Co., the Libbey Glass Co., Maher & Grosh, Professor I. Hubert, the Gordon Manufacturing Co., the Diamond Optical Co., Gates' Tours, W. W. Whitney Co., the Smith Novelty Co., the Toledo Stamp Co., Professor Henriques, the Homer Young Co. and the Phillips Seed Co.

AMONG recent sales of newspaper properties by Charles M. Palmer we note one of a half interest in the *Times* of Elizabeth, N. J., to Mr. N. E. Barton, until recently circulation manager of the Binghamton *Republican*.

THE man who doesn't believe in advertising can hardly have the deep-rooted belief in his business that makes for success. The man who does believe in advertising, on the contrary, and uses it persistently, usually has the business faith that would carry him a good ways without publicity.

THE organization that lies ready to distribute the commodity of the general advertiser covers every littlest nook and corner of the Union. It embraces 250,000 grocery stores, 60,000 drug stores, 50,000 shops selling dry goods and notions, 18,000 shoe stores, 20,000 dealers in men's clothing and haberdashery, 15,000 liquor stores, 20,000 dealers in cigars and tobacco, 35,000 general stores. The total number of retail merchants in the country is more than 800,000.

AUTOMOBILE manufacturers are sensitive, and when the daily papers record an automobile accident with all sort of fancy details they naturally shrink. *Life's* automobile cartoons and satire have been none of the gentlest, and a year ago the auto men rather opposed this weekly as an enemy to their trade. Robert Frothingham, advertising manager of *Life*, says that these cartoons have really stimulated the auto industry instead of hurting it. Auto manufacturers appear to have come around to his way of thinking, for in 1903 the journal carried 24,652 lines of auto advertising, which is said to be more by half than any other publication had during the same twelvemonth. Twenty-eight manufacturers were represented, and many sales were traced direct to *Life*. Mr. Frothingham has already closed contracts for the present year aggregating 35,000 lines of auto advertising, or 11,000 more than were carried in 1903.

## 150 Dollars for Practical Ideas.

PRINTERS' INK is the best and most practical journal for advertisers and business men ever published.

\* \* \*

The writer believes that there are at least 50,000 business men in this country who would not only be materially benefited if they read PRINTERS' INK every week, but who would gladly subscribe to the paper if they were reached in the right way.

\* \* \*

PRINTERS' INK invites articles and suggestions which will set forth the most practical, direct and least expensive ways to accomplish this purpose.

\* \* \*

This competition for ideas is open until June 30, 1904.

For the best article received, as above stated, PRINTERS' INK will pay

### \$100 Cash

For the next best article received it will pay

### \$50 Cash

and the names of the two prize winners will be published in PRINTERS' INK after the awards have been made.

As an acknowledgment of receipt for every article submitted that is thought worthy of any consideration at all in connection with the awards, a coupon good for one year's subscription to PRINTERS' INK will be mailed to the writer.

If further information is wanted, address

MANAGING EDITOR PRINTERS' INK,  
10 Spruce St., New York.

DR. CHARLES B. SPAHR, who has been a member of the *Outlook's* editorial staff since 1886, has resigned to become editor-in-chief of *Current Literature*. He was for some time connected with the *Commercial Advertiser*, and was also a lecturer at Columbia University.

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FOR advantages to be secured in transacting business the house of Charles Scribner's Sons was incorporated recently in New Jersey, with capital stock of \$2,000,000, divided into 20,000 shares. The corporation is composed of Charles Scribner, Arthur H. Scribner, Henry L. Smith, Edwin N. Morse and Edward L. Burlingame.

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"THE advertiser in search of an effective novelty must not let mere novelty take precedence over utility," says a writer in *American Industries*. "His aim must be to find something which will keep his name constantly before the recipient. And this is the great weakness of the advertising novelty. No argument can be made. An educational campaign is out of the question. The cumulative effect of the newspaper advertisement is lost. The novelty serves only as a reminder, but does not of itself alone induce orders. There are at the outside not more than 200 piano factories in this country, and the manufacturer of piano parts can be much more lavish in his expenditure for novelties than a belt-making manufacturer, who may have from 500 to 5,000 live accounts on his books. First in order, and most popular of all, is the calendar. If it is to be hung up in the office, it need have no striking picture; the prime requisite is clear, bold figures, easily read across the room. Two styles have been accepted—the daily calendar, with a sheet for each day, figures six inches or more in height, and the monthly calendar, with a sheet for each month. The only objection to the advertising value of calendars is that they are sent out at the same time by everybody. I have often wondered why there are so few advertisers who make it a point to

send their calendars out in June, July, August or September, when those sent in January are dusty and dirty. The desk-pad is also a great favorite, yet I cannot help questioning its value, as one sees so few of them after the first month or two. Most of them are burdened with too much reading matter, leaving too little space for memoranda, for which purpose they were designed. Next in order are card-cases and memoranda books. If these are to have any value at all, they must be made of good quality leather—imitations will not do—and the advertising should be confined to the name and address of the advertiser in an inconspicuous place. Good card-cases are expensive; cheap cases are money thrown away, so that this style of advertising is to be recommended only to manufacturers with a small number of accounts, say, not to exceed 1,000 or 1,500. The advertising value of such a gift can be much increased by a personal letter. Match cases, pocket knives, stamp cases, pencil holders, all have their advertising value, but the advertiser must be extremely careful to gauge the taste of his customers properly. Better send out nothing at all than a 'cheap' gift, which will reach the office boy, or at best some junior clerk. In supplying novelties for desk use—rulers, pencils, pen-holders, inkstands, mucilage bottles, desk blotters, paper weights, paper clips, daters, pin trays, letter openers, riper cutters, shears, etc.—the paramount idea should always be utility. If the recipient does not use the souvenir, it has absolutely no advertising value. Some years ago a prominent advertising agency sent out a limited number of Standard dictionaries to clients and prospective clients. The only advertising on the volume was the inscription in gold on the cover: 'To John Smith & Co., with compliments of A. N. Kellogg & Co.' A similar edition of the Standard dictionary was retailed at \$12 per copy, proving this a costly advertisement, but of such utility, such practical value, that it will advertise until the books wear out—say, twenty years hence."



## FACTS ABOUT CIGAR STORE ADVERTISING.

In Red Bank, New Jersey, is a cigar store which, considering the size of the store and the size of the town where it is located, probably does more newspaper advertising than any other retail cigar store in the State, and perhaps more than any other retail cigar store in the East. What is more, the advertising has been made to pay handsomely. The store is small, being about 11x20 feet, with a workroom a little larger in the rear, where most of the cigars sold in the store are made. The store is kept right up to date in its appliances and store fixtures, and the workshop is kept in the same state of cleanliness, and it is the boast of the proprietor that there is no cleaner shop for the manufacture of cigars in America.

The owner is William Cullington, who is a practical cigarmaker himself. He has kept the store for many years. He is a firm believer

in advertising generally, and he reads everything in that line which comes in his way, whether it pertains to his own business or not. He has read **PRINTERS' INK** for years. The principles of advertising have soaked into him and have become part of him, as it were, and have made him firm in the belief that there is a successful way of adver-

## Election Bets!

• • •

I haven't heard of many election bets being made so far this year; but if any such wagers are made they ought to be for those of Cullington's Cigars.

The man who wins a box of Cullington's Cigars who's a 'wager that will make him happy and contented as long as the cigars last; and the man who loses a wager of this kind will probably get two or three of the cigars to smoke himself and so will win a part of consolation wages, as it were.

A 'wager of this kind will show as high an appreciation of the merits of your cigarettes as a big money wager. If you win, you get something well worth having; and if you lose, the loss is not enough to break you.

But don't wait till election time are decided before you enjoy smoking Cullington's cigars! The cigars I make are 'made right here in my shop, under the most perfect sanitary conditions, from wholesome, well-cured tobaccos by good American workmen, and are without drugs or artificial flavoring of any kind.

The cigars cost 5 cents and 10 cents each, according to the quality of the tobacco used in them. They come cheaper by the box. You'll like them, I assure you; and if you have never tried them there is no better time to begin this now.

FRONT STREET, RED BANK, NEW JERSEY.  
Near Front St. **WILLIAM CULLINGTON.**

## FANCY CIGARETTES.

At Cullington's Cigar store you can always find a great variety of Turkish and Egyptian cigarettes. Almost every sort is here, and there is no brand of any prominence that cannot be had from my stock.

These cigarettes are kept in an air-tight glass case, in order to prevent deterioration. They sell all the way from 10 cents a package to 25 cents. The price is generally considered to be based on the amount of "dope" there is in them. As I don't make the cigarettes I don't know positively as to that.

Personally I don't care very much for these fancy cigarettes; in fact, I don't think much of any kind of a cigarette. I think there is a great deal more enjoyment in a good cigar, or in a pipe of good tobacco, than can possibly be got out of the same amount of money invested in cigarettes of any kind. But my taste governs my love smoking only, and not other people's; and so I try to sell to every customer just what he wants, without imposing my own notions on him.

The one thing that I do want to impress on every smoker is that at my store he can find almost anything in the way of cigars, tobacco, cigarettes and smokers' articles that can be got anywhere. I do a large enough trade to keep my stock fresh, and I feel sure I can satisfy every customer, no matter how particular in his tastes he may be.

FRONT STREET, RED BANK, NEW JERSEY.  
Near Front St. **WILLIAM CULLINGTON.**

in advertising. He has spent many hundreds of dollars advertising his store. He never seemed to get a sufficient return for his outlay, but he stuck at it, feeling that some time he would strike the right line of advertising that would just suit his store.

Mr. Cullington is interested in

tising every business, if that way can only be discovered.

Last spring Mr. Cullington read in **PRINTERS' INK** a short story telling how a retail cigar store could be effectively advertised. There was nothing sensational in the article. It was set in fine type, in the back part of the paper, and was apparently used more as a "filler" than for the real worth of the article. But the article took a strong hold on Mr. Cullington. It seemed to fit his ideas exactly, and it put in concrete shape the thoughts which theretofore had been dim and vague in his mind. In the past Mr. Cullington's advertisements had been based on the principle of getting a direct return from each advertisement, but this article suggested a series of general advertisements for a cigar store, telling of the various lines of goods, where they came from, how they were made, where the tobacco for the various kinds of cigars was



grown, or some other equally interesting and pertinent facts concerning the business. This is all an old story, but the writer of the article had put into it just that touch of enthusiasm or personality which made it seem wholly and totally different from ordinary talks of this character.

Mr. Cullington read the story. He looked around the shelves and counters of his store, and he saw his stock in a new light. He saw that there was a story, and an interesting story, in almost every article in sight. He thought the matter over carefully and finally decided to try the plan for six months. As the advertisements were designed to create an interest

which had so impressed him when he first read the article in PRINTERS' INK above referred to.

The advertisements were intended to be little tales of his cigar store which would create an interest in the store, such as might lead smokers to go there to trade. It was not expected that the responses to the advertisements would be immediate, for they were not worded with that idea in view as a direct object, but were designed to create a pleasant feeling and a feeling of confidence in the store in the minds of smokers, and to eventually lead them to visit the store and to induce them to become permanent customers.

The result, however, was far

## Perfect Cigars.

• • •

A cigar which gives satisfaction while it is being smoked, which leaves a pleasant taste in the mouth, and which the smoker knows was made under perfect sanitary conditions—that is a perfect cigar.

Tastes may differ. Different ones may enjoy different brands of tobacco in a cigar; but I've grown, ever supplying in such case.

That's where my cigars come in. They are made right here in Red Bank, under my own supervision (and I have had many years of experience), in a clean, light, airy workshop, by skilled American workmen. My different brands of cigars afford a variety in price, quality and degree of "mildness," so that every smoker is certain to have his particular taste suited.

Any smoker who has a liking for any of the brands of cigars which are so much advertised nowadays will find them all here. There are good cigars besides those of my own manufacture, and I try to give every customer just what he wants.

• • •

THIRD STREET, **WILLIAM CULLINGTON.** RED BANK, New Jersey.

## Pipe Smoking!

• • •

Chiefly days make smoking a comfort as well as an enjoyment. It's to pipe smoking that the real enjoyment comes.

A good smoking tobacco and a good true smoking pipe are the two requisites for a good pipe smoke.

Both can be had at my store.

I have pipes of every kind, coming from a coast up. The briar wood is the most popular of all, and these sell down a quarter up.

When it comes to tobacco, I recommend Cullington's Cigars as the best I have in my store. These Cigars are manufactured by myself, from the cuttings of the best tobacco I use in making cigars. These Cigars are a mixture of wholesome, perfectly cured tobacco, without drugs, flavoring or adulteration of any kind.

Cullington's Cigars come so close a package. I don't believe it is possible to get the same amount of tobacco, of equally good grade, for the same price, anywhere except in a package of Cullington's Cigars.

Don't forget, though, that I keep all the popular brands of tobacco, and smokers who have a liking for any particular kind can get their favorite at my store.

THIRD STREET, **WILLIAM CULLINGTON.** RED BANK, New Jersey.

in the store, and not to sell "bargains," he felt that any shorter time would not be sufficient to show whether such advertising would be profitable or not. He arranged for an advertisement, three columns wide and ten inches deep, to be inserted every week in the Red Bank Register. The advertisement was to be changed each week. It was intended to take up only one article, or at most only one class of goods, in each advertisement. In writing his advertisements Mr. Cullington decided to get in each advertisement, if possible, a touch of that personality

beyond Mr. Cullington's anticipations. An increase of custom was noted from the very beginning of the advertising. There is considerable transient trade in Red Bank during the summer, and while the last season was said to be hardly up to the standard, Mr. Cullington did a larger trade than he had ever before done in any summer season. During the fall and winter the advertising brought forth still more satisfactory results. The advertisements were increased in size somewhat during the holidays, in order to provide for a general descriptive advertisement of his

goods for the holiday season, but outside of this the advertisements were maintained at the size originally decided on. The week before Christmas Mr. Cullington did an enormous trade, while the day before Christmas was the largest day's business ever done in the store. A permanent trade had been created which would probably be retained even if the advertising

other localities. They will be found interesting, however, from the fact that at Red Bank, at least, they brought returns.

#### MAKING CATALOGUES.

Information, information, should be the keynote of the catalogue. If your English is bad and syntax lame, call in a little help, smooth out the rough points, but don't let any boy wonders decorate your booklet with personal pronouns and lovely tidies of linguistic drawn work. It isn't necessary to have any bait. To the man who wants to buy a steam engine there is no more interesting reading matter than a catalogue describing steam engine. If he comes into your place of business would you tell him funny stories and quote poetry, or talk stroke, expansion, packing, eccentricities, exhaust, valves and lubricators? Would a vaudeville act in your city warehouses arrest the eye of a careless passer-by and make the sale of a steam hammer? The greatest mistake in all lines of advertising, is the attempt to trick the reader into perusing an advertisement of something he doesn't want. What have been your feelings when you started with the vice of beautiful heroine at the top of column and ended with the virtues of hand-grenade pills for quenching the thirst in your lumbar regions? Were you glad? Did you rush off to the nearest pharmacy? Yet Bill O'Geoghan not only read the advertisement with pleasure but sent for booklet of its testimonials. Bill had a crick in his back; you didn't.—*Morrison Magazine, Advance Argus Printing Co., Greenville, Pa.*

A COWARD never makes a success of anything—tell the truth in your advertising.—*White's Sayings.*

### A Model Cigar Store.

In Cullington's cigar store you will find everything clean and neat. I have the new style show counters, which display the goods through glass sides, and which keep the goods absolutely free from dust and dirt. They also prevent the dust from being affected by atmospheric changes, which sometimes impairs their flavor. The other fittings of the store are in keeping and they help me to retain the reputation of keeping a first-class, up-to-date cigar store.

In the actual store keeping, the methods are as up-to-date as the store fittings. I try to sell customers just what they want, and do not try to convince them that something they don't want is better than something they do want.

Many smokers have a liking for some particular cigar. I keep all the popular brands, and it is seldom that I have not just the cigar a customer calls for. If I have not, I will let him see, and show him something as near the quality of what he asks for as I have in stock. But it is seldom that a smoker asks for any of the popular or advertised kinds of cigars and finds me without it.

Of course I think the cigars I make are a little better than any other cigars which sell at the same price. But smokers who have a liking for a special cigar want that special cigar. A cigar of a different flavor might not suit them so well, even though other people might think it was a better cigar.

I would like those persons who have an particular favorite among the ordinary brands of cigars to try these I make. I know what these cigars are made of, and I personally select the tobacco which goes into them. I know how they are made, for they are made right here under my own supervision. I think they are the very best cigars it is possible to make at the price. I have many steady and regular customers who smoke no cigars but those which I make; and it must be that they also think these cigars are the best to be obtained at the price at they would charge if some other brand.

WILLIAM CULLINGTON. RED BANK, DEL.

were discontinued, but Mr. Cullington is continuing the advertising along the same lines as at first planned, in the belief that what has paid so well in the past will be equally profitable in the future.

The advertisements were all set in 14-point, old style, with but one display line at the top. This type made the advertisements easy to read, while a considerable amount of matter could be included in the thirty inches of space without crowding. All of the advertisements were enclosed in a border. Some of the advertisements are here reproduced, and they may be found useful in other places, where proprietors of retail cigar stores may have found difficulty in devising a profitable form of advertising. Conditions, of course, may vary in different places, and the advertising which Mr. Cullington found so profitable may not result in the same increase of business in

## WANTED

The addresses of successful advertising solicitors (now employed) on daily and other publications throughout the United States. An interesting proposition will be made to those who reply. No interference with present duties.

CHAS. J. ZINGG,

Managing Editor and Business Manager *Printers' Ink*,  
10 Spruce Street, New York.

# THE WEEKLY AD CONTEST.

During the year 1903 the Little Schoolmaster conducted a weekly department called the Weekly Ad Contest. There seemed to be a good deal of interest in the feature, the ads submitted each week ranging sometimes fifty and more in number. Is there a desire that the Weekly Ad Contest should continue during 1904? If so, expressions of opinions from pupils of PRINTERS' INK will be appreciated.

The above item appeared in PRINTERS' INK for January 27, and in reply to the query the following communications have been received:

MANHEIM, PA., Jan. 28, 1904.

Editor of PRINTERS' INK:

I wish to give expression to my disappointment in no longer seeing the results of the weekly ad contest. I liked the department for several reasons. First, it was an incentive for one to watch for good advertisements, and, second, it gave us a very good ad to study and analyze each week. I trust more of your pupils feel like myself and that the department will be continued. And thirdly, I should have said I liked the department because one had a chance of winning a prize once in a great while. I happened to get one myself. With best wishes for the success of your journal, very truly yours,

H. F. RUHL.

MARION, IND., Jan. 31, 1904.

Editor of PRINTERS' INK:

Here's another who has missed the Weekly Ad Contest. I hope to see the contest continued during 1904.

From an admirer and pupil of PRINTERS' INK,

F. W. LILLIBRIDGE.

JAMESTOWN, N. D., Jan. 31, 1904.

Editor of PRINTERS' INK:

By all means continue the Weekly Ad Contest. It is helpful in many ways.

R. D. CHASE.

KNOXVILLE, TENN., Feb. 1, 1904.

Editor of PRINTERS' INK:

I hope you will take up again the Weekly Ad Contest. It interested me and I found it helpful. The same is true beyond a doubt with others. For one I shall continue to send in an ad each week and would like to keep at it until I win out.

A. C. ORNDORFF,  
Real Estate Agent.

From the foregoing letters it would appear that the feature referred to was of some usefulness to some readers. The Little Schoolmaster would be pleased to receive more expressions of opinions, together with suggestions how to improve that department if resumed at all.

THE merchant who advertises in every little sheet is like the goat that eats everything that comes its way, even to the tin cans in the alley—not much appetite for the good things.

# PRINTERS' INK MADE HIM.

COLUMBUS, OHIO, Jan. 29, 1904.

Editor of PRINTERS' INK:

Although I am not a "learn-advertising-by-mail" student, or advocate of that plan, having served sixteen consecutive years in the job and newspaper printing business, and the newspaper and advertising business, I have a little speech to make for the benefit of business men who advertise, taking it for granted that all business men do advertise.

I want to say that I am a close observer of styles, cuts, and in general, everything pertaining to advertising. I have devoted much of my time to securing information through observation, which I consider one of the very best schools for teaching the art of advertising.

For the last few months I have had charge of the advertising for Pure Milk Company of this city. In addition to other periodicals treating the subject of advertising, I was, and always am, more anxious to get my eyes on PRINTERS' INK for the best pointers.

I truthfully feel that the careful instruction and general guidance I got from PRINTERS' INK really got the business as much as I, and it is my honest opinion that if men who do advertise, and want to and don't know just how to get at it, would give this valuable little instructor careful attention, many would be able to do their own advertising with ease and satisfaction, while many would also dispense with their high priced advertisers, who some business men and large advertisers think are the only persons that can prepare advertising that will bring business for them.

Very truly yours,

LOU E. PARSONS,  
645 East Long street.

# A BALTIMORE AGENCY.

BALTIMORE, Jan. 25, 1904.

Editor of PRINTERS' INK:

We notice you have not included our name in your list of reliable advertising agencies, published January 13th.

Our agency is the best known in this city and handles quite a number of high class lines of business. Baltimore is not represented on your list, so we think it advisable to call your notice to this discrepancy.

As we appreciate the great influence of PRINTERS' INK, we trust that you will take occasion to mention our name in the connection mentioned.

Yours truly,  
NOLLEY ADVERTISING AGENCY,  
C. S. GERNAND, Sec'y.

SPASMATIC advertising is a good deal like a balky horse—good when it goes, but all wrong when it doesn't.

"I tell you," said the man with the four-cornered face, "there's too much freedom of the press in this country. I'm in favor of havin' the editors chucked into jail and their machinery broke. It's got so a man can't even throw his wife downstairs any more without havin' these sensational sheets give a picture of the spot where she struck. The outrage has got to be stopped."—Chicago Record-Herald.

## THE ESSENTIAL FEATURE.

THE NASMITH CO., LIMITED.  
Manufacturers of Bread, Cake, Candy.  
TORONTO, CAN., Jan. 29, 1904.

## Editor of PRINTERS' INK:

In your issue of the 27th inst. there appears a letter from Mr. E. S. Dean, of the *Evening Telegram*, Toronto, under the heading "A Baker's Publicity." Permit us to say a word or two in reply to same.

Mr. Dean is a very good fellow and we give him credit for writing good advertising matter for Mr. Lawrence the baker, but we think he omits to mention one of the essential features which has given the increase in Lawrence's bread business, viz., the price. If the letter stated that Lawrence was selling his bread at 25 per cent less than his competitors it would certainly lessen the strength of Mr. Dean's argument for advertising. This is the case, that he has gained his business, not exactly through the medium of advertising, but through telling the public that he is selling his bread at 2 cents a loaf less than any of his competitors in Toronto. We are the largest advertisers of any bakery firm in Canada to-day, and we can testify to its value, even when we are seeking a better price than our general competitors.

We simply write this because we feel that Mr. Dean's letter is rather misleading. Yours truly,

JOHN TURNBULL, Gen. Mgr.

## NOTES.

A BOOKLET from the Union Mercantile Co., Union City, Ind., describes that firm's "Pullet" corkscrew in an eminently direct and practical way.

A SERIES of unique mail folders is used by Roth & Engelhardt, Windsor Arcade, New York City, to advertise their Peerless Coin-Operated Automatic Piano among hotel, cafe and buffet men.

THE *Evening Times*, Bay City, Mich., issues a folder with testimonials from local advertisers and a circulation statement for the last four months of 1903. Dark-blue ink on light-blue paper is not a combination that makes for easy reading.

AN eight-page pamphlet from Kuhlman's Cut-Rate Drug Store, Knoxville, Tenn., is given up almost wholly to what will be likeliest to interest readers, namely, cut rates—long alphabetical lists covering the whole stock. The final page has a description of the store's delivery service—something not sufficiently emphasized in drug store advertising, as a rule.

AN office calendar with large long distance dates comes from the New Zealand Advertising Agency, Wellington, New Zealand. This agency is directed by J. Hott, was established in 1892, and places in all Australian and colonial mediums. A feature of the calendar worth noting is the fact that the whole twelve months, instead of being printed on the last leaf, are ranged on each page at the bottom.

A NEAT booklet with a happy arrangement of the chief things that can be said about a trust company, together with pictures, comes from the Hamilton Trust Company, Paterson, N. J.

A SERIES of fifty electrotypes of newspaper ads, covering the products of Heath & Milligan, Chicago, furnished free to dealers, is shown in a booklet. The copy is excellent, but there seems to be an excess of type display.

"SOLID Silver Where the Wear Comes" is a forceful booklet demonstrating the durability of the inlaid silver plated spoons made by the Holmes & Edwards Silver Co., Bridgeport, Conn. This booklet was prepared by the advertising department of the International Silver Co., Meriden, Conn., and makes its points by very clear diagrams.

THE Merchants' Association of New York outlines its plans for 1904 in a folder in which are also reviewed some of the things accomplished for business interests and the city generally through this active organization. To increase the association's revenues new members are solicited who will pay the dues of \$50 a year. New departments proposed will look after customs administration, public lighting and transportation and municipal government.

A PACKET of the literature used in advertising the Gabler Piano contains several booklets for distribution through the music dealer. One of notable beauty shows the different styles in which the instrument is made. Another is given up to strong commendatory letters. Still another demonstrates the part that individuality must play in piano-building. Some of this work bears the imprint of the Grannis Press, New York. The makers of the piano, Ernest Gabler & Brother, New York, supply a wide variety of newspaper ads to dealers, and the electrotypes of these are shown in proof sheets.

## ILLUSTRATED EXPRESSION.



"A ONE SIDED AFFAIR."

# Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be answered in one week in advance.

## WANTS.

**MR. PUBLISHER:**  
WANT NEW YORK REPRESENTATIVE!  
AD SPECIALIST, 107 Liberty St., New York.

**FOREMAN WANTED**—All round printer with family. No tramps need apply. NORTH-WEST FARM & HOME, North Yakima, Wash.

**MORE** than 325,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**WANTED**—Position as Advertising Solicitor on good daily. Commission or salary.  
ARTHUR HAYNES, 5910 Alder St., Pittsburg.

**A SUCCESSFUL** Advertising Solicitor who wishes to spend a couple of months in California could correspond to advantage with the *Sun*, Santa Cruz, California.

**FERNALD'S NEWSPAPER MEN'S EXCHANGE**, established 1898, represents competent workers in all departments. Send for booklet. 388 Main St., Springfield, Mass.

**YOUNG** or middle-aged man familiar with printing trade who can invest \$2,000 to \$4,000 offered exceptional business opportunity. Address Box 1385, New Haven, Conn.

**ADVERTISING WORLD**, Columbus, Ohio, a monthly journal of information, plans, suggestions and ideas for advertising. Send today for free sample, or 10c. for four months' trial.

**VERY** capable editor, successful experience, versatile writer and paragrapher, widely quoted; thoroughly reliable; character, record and references right; wants position. Might buy. "I. X. L.," Printers' Ink.

**EDISON**, Morrow County, Ohio, wants a live, up-to-date newspaper man to publish a weekly newspaper there. Good opening. Inducements. None but those meaning business need apply. Address W. G. HAAS, Sec'y.

**THE** attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

**PAINT** advertising privilege for cost of a fence. Place, Jamaica, L. I., fronting steam and trolley roads. Apply  
D. W. WILKES, 1637 Fulton St., Brooklyn, N. Y.

**WANTED**—Non-union private printing plant wants foreman. We publish semi-monthly paper and do house printing. Union wages will be paid. Address  
C. N. STATES, Printers' Ink.

**"IT IS IT."** The biggest and the best bread toaster on the market; 11 inches in diameter. Made on scientific principles; for use over gas, gasoline or blue flame oil burners. Big sales by demonstrating. Satisfaction guaranteed. Sample 50c., transportation prepaid.  
H. K. FOSTER, 91 Trumbull Ave., Detroit, Mich.

**BY** a thoroughly efficient advertiser's assistant; have been in the employ of two of America's largest corporations as assistant to the advertising manager. Am familiar with all phases of advertising and catalogue work, follow-up systems, etc. Will go anywhere. "E. J.," care Printers' Ink.

**ADVERTISING SCHOOL GRADUATE**  
wanted at once to represent us in every city and town. References. Address  
THE BARNARD SYSTEM, Incorporated,  
87 Nassau Street, New York.

**EXPERIENCED** Newspaper Manager, with successful ability as advertising manager and soliciting, both foreign and local advertising, desires position business manager or advertising department. Competent. Metropolitan daily. Best references. GODFREY, care of Snyder & Johnson Adv. Agency, 335 Dearborn, Chicago.

**ADVERTISING** Writer and Manager of experience in general lines is open for engagement. Best of references. Willing to work on trial to test ability. State salary.  
HARRY ST. JOHN, 3900 Langley Ave., Chicago.

**BOOKKEEPER WANTED**—Young man not over 30 years of age of good habits and experienced in newspaper accounting. Make application in own handwriting, giving full particulars, references, etc. Address "BOOK-KEEPER," care of Printers' Ink.

**WANTED**—Young man of ability and enterprise for position in Chicago office of PUBLISHERS' COMMERCIAL UNION. One having some knowledge of newspaper work and the advertising business preferred. Address with references, stating experience and amount of salary expected, PUBLISHERS' COMMERCIAL UNION, 119 Dearborn St., Chicago, Ill.

**WANTED** to furnish daily newsletters to daily papers within a radius of 500 miles of this city. Will take advertising space in exchange. Not a fake or a scheme to get space for next to nothing, but an honest effort on the part of an experienced journalist to serve his brethren of the press. Send for particulars. Address NATIONAL NEWSPAPER SYNDICATE, 39 Harper Building, Washington, D. C.

**ADWRITING MADE EASY**—Over 1,500 meaty mottoes, headings, phrases, catch-lines, introductions, etc.; suitable for any business; took years of diligent labor to collect, construct and compile. Nothing like them ever published; saves half the work of writing ads; an inexhaustible mine of nuggets to draw from. Price one dollar.

DE BEAR PUB. CO.  
1 Union Square, New York.

**ADWRITERS** and SOLICITORS—You can make \$100 to \$500 a month with a little easy work, a few hours a day, by a new and original plan I have worked out and proved to be a sure winner. It's a square business proposition to businessmen right in your own town. Write for information—it's money for you.

E. S. EVERETT,  
36 Ackerman Building,  
Binghamton, N. Y.

**ADVERTISEMENTS** WRITERS, especially big winners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,  
Suite B, 2219 Land Title Bldg.,  
Philadelphia.

**CLERKS** and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert,  
21 Temple Court, New York.

**ARE YOU SATISFIED**  
A with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

HAPGOODS (INC.),  
Suite 511, 309 Broadway, New York.  
Suite 815, Pennsylvania Bldg., Phila.  
Suite 629, Monadnock Bldg., Cleveland.  
Suite 122, Williamson Bldg., Cleveland.  
Pioneer Bldg., Seattle.

**STENOGRAPHER-PROOFREADER WANTED**. The advertiser is managing editor of a large publishing house, publishing two monthly magazines and several books each month. He desires a private secretary capable of writing shorthand 125 words, with a speed of 60 on typewriter, who can correct manuscript and read proof. Salary depends on the goods the applicant can deliver. Will not pay better than you are getting to start you. Send information about education, experience, speed, age, references, with your application.  
Address "E. S. L.," 608 Cass Ave., Detroit, Mich.

**WANTED—A DAILY PAPER.**

in a good town where I can put into practice modern successful methods and new ideas. I have been the managing editor of a Chicago daily, and the advertising manager of a New York morning paper. Know the business from the case up, and have worked successfully in small as well as large towns. I do not want to invest money, but would like to use my ability where I may ultimately share in the results; or if the proper opportunity presented itself, I would leave with privilege of purchasing. Now employed as the New York representative of some of the best publications in America. Can make an immediate change. Address, with full particulars, "HALL," Room 45, 29 Broadway, New York.

**COIN CARDS.**

- ② PER 1,000. Larger lots at lower prices.  
 ② ACME COIN MAILER CO., Burlington, Ia.  
 ③ PER 1,000. Less for more; any printing.  
 ③ THE COIN WRAPPER CO., Detroit, Mich.

**CARBON PAPER.**

NON-SMUTTING, non-blurring carbon paper; samples free. WHITFIELD'S CARBON PAPER WORKS, 125 Liberty St., New York.

**INSTRUCTIONS BY MAIL.**

HUMAN NATURE TAUGHT successfully by mail or no pay. \$5 for Jan. only. Wouldn't this help you? Booklet sent free.  
 SCHOOL OF HUMAN NATURE,  
 Athens, Georgia.

**PAPER.**

B BASSETT & BUTHPIN,  
 45 Beekman St., New York City.  
 Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

**JOB PRINTING SPECIALTIES.**

WANTED—One (only) newspaper in every town to handle the Ledgerette in job printing department. Every sale establishes permanent customer for printed statements.  
 W. R. ADAMS & CO., Detroit, Mich.

**LITHOGRAPHY AND TYPOGRAPHY.**

LITHOGRAPHED blanks for bonds, certificates, etc., which may be completed by type printing. Send stamp for samples. KING, 216 William St., New York.

**PERIODICAL PUBLICITY.**

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

**TYPEWRITTEN LETTERS.**

CAN'T tell them from Genuine Typewritten Letters. Send for sample, also Booklet, "A Study in Money-Saving Ads."  
 H. E. BEUKER, 318 Lowell Bldg., Chicago.

**PROGRAMME FOLDERS.**

PROGRAMME and Marriage Folders, 50 per cent. lower than any house in America. Beautifully embossed in gold, 40c. per 100 up. Samples, 5c.  
 PENN CARD CO.,  
 128 S. 4th St., Philadelphia.

**ADDRESSES FOR SALE.**

1,000 NAMES, guaranteed mail-order buyers; 10c. per 100. EDITOR NEWS, Bunker Hill, Ill.

100 GROCERS, 12c.; 100 Physicians, 12c.; 50 Druggists, 12c. All typewritten, 30c. Address SETH HAGELBARGER, Akron, O.

500 R. F. D. NAMES of prosperous farmers near this city. Just printed. Absolutely correct—\$1.00. W. T. MOLAIN, Elwood, Ind.

100 RURAL NAMES, M.-O. Buyers, 10c.; 1,000, 75c. New List; guaranteed. The Best District in Ohio. DAUNTLESS SUPPLY CO., Dep't H 1, Canton, Ohio.

NAMES—1,421 farmers in Logan County, Ohio, with addresses. R. F. D. routes. Revised January, 1904. \$1.  
 E. X. COREY, Marysville, Ohio.

**A THOUSAND NAMES of people whose worth is known.**

People with money to buy what they want. The Cream of the Cash Buyers in the OHIO VALLEY and the BLUE GRASS. List can't be duplicated. Price \$1.  
 WALTER CHANEY, Winchester, Ky.

SIXTY thousand names of rural route patrons in Iowa for sale at \$2 per thousand. Names especially collected by the DAILY CAPITAL, Des Moines, Iowa, for subscription purposes. These names cannot be improved upon for mail-order business and are no longer obtainable through the post-offices. Names sent printed. Only a few lists. Write at once. DAILY CAPITAL, Des Moines, Iowa.

**MAILING MACHINES.**

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

**PUBLISHING BUSINESS OPPORTUNITIES.**

BE A PUBLISHER—It is the most stable and attractive business connected with the great advertising movement. The man who builds and owns a good medium has a fine property, well protected. I help people get right into the publishing business right. MERRON P. HARRIS, 253 Broadway, New York, Broker in Publications.

**NEWSPAPER BROKER.**

NEWSPAPER Opportunities—Have excellent daily and weekly papers for sale. Republican weekly at \$20,000, paying a profit of \$5,000 a year; Democratic weekly at \$8,000, paying the owner \$2,500 a year; \$20,000 Republican daily in Kentucky doing an annual business of \$19,000. Tell me your wants, and I'll furnish properties that show profit and are pleasantly situated. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

**ADVERTISEMENTS WANTED.**

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

**HALF-TONES.**

WE would like to estimate on your half tones either for the newspaper or other work. STANDARD ENGRAVING CO., 61 Ann St., New York.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

**NEWSPAPER HALF-TONES.**

Est. 75c.; Est. \$1; 4x5, \$1.00. Delivered when cash accompanies the order. 8-nd for samples.  
 KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

**BULLETIN BOARDS.**

BALL BROS., 115 Dearborn St., Chicago, Ill. Builders and Painters of Railroad Bulletin Adv. Signs; also bulletin, barn and fence spaces for rent on all railroads entering Chicago.

**SUPPLIES.**

DOXINE—A non-inflammable type wash. A substitute for lye and benzine. 12½c. per pound. Let your jobber put in an 8-pound can with your next order. Makes the old rollers like new. Made by the  
 DOXO MAN'G CO., Clinton, Iowa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

STICKY as paste can be made and ready for use instantly by adding cold water to Bernard's Cold-Water Paste Powder, makes it the favorite paste for all purposes. We furnish free sample and tell you how to use it, because its merits speak for it. Two-cent stamp carries sample anywhere in the U. S. B-H AGENCY, 46 N. State St., Chicago.



**DECORATED TIN BOXES.**

**T**HE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cigarette boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPEL COMPANY,

161 Water Street,

Brooklyn, New York.

The largest maker of Tin Boxes outside of the Trust.

**ENGRAVING.**

**S**ANDERS ENGRAVING CO., St. Louis, Mo., Electrotypers and Photo-Engravers. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

**PREMIUMS.**

**T**RINER SCALES make useful premiums. Complete line. Send for catalogue. **T**RINER SCALE & MFG. CO., 130 E. Clinton St., Chicago.

**L**YON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including special cheap talking machine; \$30,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalogue. **P**REMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

**R**ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 3rd issue now ready; free. **S. F. MYERS CO.**, 49 W. 48-50 St. Maiden Lane, N. Y.

**PRINTERS.**

**B**OOKLETS by the million. Write for booklet. **S**TEWART PRESS, Chicago.

**C**ATALOGUES printed in large quantities. Write **S**TEWART PRESS, Chicago.

**L**ETTER HEADS \$1.50 per 1,000 and up. Bond paper. Typewritten Circular Letters \$2 per 1,000. Write for samples. **C**HAS. MEYERS, Berrien Springs, Michigan.

**D**OXINE, a non-inflammable substitute for lye and benzine. Will not rust metal or hurt the hands. Retempers and improves the suction of rollers. For sale by the trade. Made by the **DOXO MANUFACTURING CO.**, Clinton, Ia.

**MAIL ORDER.**

**M**AIL-ORDER houses, or those entering same learn our methods of turning inquiries into orders. Our plan guarantees success. Address "M. O. DEPT.," "Barnard System," 57 Nassau St., New York.

**M**AIL-ORDER MEN, MIXERS AND PUBLISHERS: I will honestly mail your circulars, subscription blanks, etc., at 10c per 100, \$1 per 1,000. Key and try me.

**DANA M. BAER,**

Dep't. X., Laverne, Minn.

**MR. MAIL-ORDER MAN:**

Here are four reasons why my system of mailing your circulars is unequalled. I use no worn-out list of names, as every address is received in answer to my own advertising. I inclose not over eight circulars to each envelope. I do not daub my stencil mark on your circular, and my charge is very reasonable considering the service I render—30c. per 100, \$1.75 per 1,000.

**H. C. BUCKHOLZ,**

Norwood, Ohio.

**GRAPHOLOGY.**

**G**RAPHOLOGY—Your character and personality will be read by an expert graphologist on receipt of 15 cents and specimen of handwriting. **HENRY RICE**, 1967 Madison Avenue, New York City.

**FOR SALE.**

**L**INOTYPE for sale. First-class condition. Address "B. M. M.," care of Printers' Ink.

**F**OR SALE—Republican daily and weekly in good Iowa city. Stands investigation. Good reasons for selling. "IOWA," care P. I.

**B**EFORE purchasing cylinder presses, job presses, paper cutters, type material, kind, send for bargain list. **RICHARD FRESTON**, 167L Oliver St., Boston.

**42 X 60 POTTER TWO-REV.:** will print 4 pages of a folio & col. A first class press for book, job or newspaper work. **RICHARD FRESTON**, 167L Oliver St., Boston.

**H**OE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. **RICHARD FRESTON**, 167L Oliver St., Boston.

**HOUSE-TO-HOUSE DISTRIBUTING.**

**M**Y NATIONAL DISTRIBUTING SERVICE is the result of years of practical experience in placing advertising matter direct to reliable, local distributors, to the entire satisfaction of my many patrons, to whom I am pleased to refer you.

I have the only proposition that covers every town and city of over 2,000 population in the United States, also hundreds of smaller places. All matter is sent to reliable local men who make distributing an exclusive business and who personally superintend the distribution of all matter. I become personally responsible to you for a strictly first-class service at all points, and cheerfully make good where contract is violated. It will be to your best interest to investigate.

**WILL A. MOLTON,**

National Advertising Distributor,

Main Office, 443 St. Clair St.,

Cleveland, O.

**TRADE JOURNALS.**

**H**ARDWARE DEALERS' MAGAZINE. Circulation 17,000. 223 Broadway, New York.

**PRINTING.**

**C**USTOMERS wanted who can appreciate good printing and conscientious service, willing to pay a living profit. **CLARK & ZUGALLA**, 88 Gold Street, New York.

**BUSINESS OPPORTUNITIES.**

**THE MAIL-ORDER WAY**

**THE ONLY WAY**

**TO MAKE MONEY.**

It is an inviting, legitimate and congenial business. Subscribe to the Mail-Order Journal. In six years it has put hundreds next to making money. Three months' trial, fifteen cents.

**LOUIS GUENTHER,**

Room O, Schiller Building.,

Chicago.

**CHECK PROTECTORS.**

**P**ROTECT your checks. My check protector does just what a \$15 one would do. Simple, neat and costs only 25c. **ATLAS LEVE**, Syracuse, N. Y.

**PROPRIETARY REMEDIES.**

**THE BLUE GLASS INHALER. A new thing.**

For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsillitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address **THE RIFANES CHEMICAL COMPANY**, No. 10 Spruce St., New York.

**DESIGNERS AND ILLUSTRATORS.**

**D**ESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KANLEY STUDIO**, 236 E'way, N. Y.

**BOOKS.**

**A**DVERTISERS and Mail Order Dealers send for Booklet, "A Study in Money-Saving Ads." **H. E. BRCKER**, 315 Lowell Bldg., Chicago.

**A**LIMITED number "POINTS FOR PRINTERS," 40 pages, 25c. per copy, postpaid. "The most compact and complete Printers' Manual." **W. L. BLOCHER**, Tecumseh St., Dayton, Ohio.

**"T**HEORY and Practice of Advertising." Fifty complete Lessons in one volume. Sold all over the world. Second edition. \$1.00 prepaid. **GEO. W. WAGENSELLER, L.L.D.**, 460 Sugar Street, Middleburg, Pa.

## WHEN PAPA RODE THE GOAT.

**R.** CARLETON PUB. CO., of OMAHA, NEB., have issued a copyrighted book with the above title, illustrated with 100 colored engravings, which is the most comical work of the kind we have ever seen. We advise our readers who wish to have something to drive away the blues to send 25 cents for a copy to the above address.

PRINTERS may have my copyright lodge out catalogue free.

## NEWSPAPER CUTS.

**MAKE** newspaper cuts. No camera; no hot metal; no worrying about results; no artist required. We teach you how. Guaranteed. Particulars free. MCKINLEY ENGRAVING CO., 325 The Nasby, Toledo, Ohio.

## MAILING CARD SPECIALISTS.

**IS** it worth 1½ cents to reach your trade? Write TRANSON & ALLISON, Mailing Card Specialists, 606-4 Ellsworth Bldg., Chicago.

## CLASS PUBLICATIONS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000. 253 Broadway, New York.

## ADDRESSING MACHINES.

**ADDRESSING MACHINES**—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

## ADVERTISING NOVELTIES.

**POCKET** Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, Printers, 5th above Chestnut, Philadelphia.

**3** NEW Advertising Novelties—A Pencil Holder, A Nail File, and a Toothpick Case. Samples of all three, 10c. Agents wanted. J. C. KENYON Owego, N. Y.

**A** COAT HANGER, bearing your name and address, given to each customer, keeps clothes in shape and makes friends. It costs little. Let us talk it over. BELMAR MFG. CO., Canton, Pa.

**A** "SIGN OF THE TIMES"—The Pulveroid Sign. Best for advertising your business. Write for sample and price. F. F. PULVER CO., Rochester, N. Y. Buttons, Celluloid Advertising Novelties, etc.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

**THE** Parisian Weather Indicator is seen often, lasts longer and attracts more attention than any other advertising novelty yet produced. Can be mailed in ordinary envelope. Samples 10c. ALFRED HOLZMAN, Greenville, Miss.

**"A** USEFUL, unique and effective advertising novelty is the Myrtle Walker, a sample of which comes from the BOLLIDAY NOVELTY ADVERTISING WORKS, Knox, Ind."—Advertising World, Dec., 1903. Sample of this wallet and particulars for 30c.; 1,000 with ad in gold, \$38.

**SEND** 50 CENTS for a sample of the finest little advertising novelty, subscription premium and convention souvenir ever offered to publishers and advertisers. A LOOSE LEAF PERPETUAL VEST-POCKET MEMORANDUM BOOK. Absolutely new and up-to-date. Special prices in quantities. Do not fail to investigate carefully and send 50 cents for sample book. Agents wanted. TENGWALL FILE & LEDGER CO., Chicago, Ill.

**P** PUBLISH & PULL  
PUSH & PULL  
PUBLISH & PULL

The money back advertising novelty for Clothiers and Furnishers. The man who uses them scores the advertising success of his town, and it doesn't cost him anything. Send a dime for samples and particulars.

G. F. COATES CO.,  
Uncasville, Conn.

## ADVERTISING MEDIA.

**10** CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000. 253 Broadway, New York.

**25** CENTS for 30 words 5 days. ENTERPRISE, Brockton, Mass. Circulation, July, 9,000.

**A** DVERTISER'S GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

**WRITE** to us about "22 Business Bringers," THE RELIGIOUS PRESS ASS'N, Phila., Pa.

**A** RE you anybody? Then advertise in ANYBODY'S MAGAZINE, Peekskill, N. Y. Copy and rates free.

**A** NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**DRY** GOODS REVIEW, 506 Security Bldg., Chicago, goes to country merchants. Sworn circulation, 3,000; adv. rate, \$1.50 an inch, 10c. a line.

**W** ESTERN SWINE BREEDER and POULTRY TOPICS are both good subscription bringers at the special clubbing price of 10c. a year. Address, LINCOLN, Nebraska.

**THE** BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 50,000 copies, rate 30 cents a line. Forms close the 3d. Ask your agency about it.

**A** MILLION TRAVELERS can be reached monthly through the eastern and western sections of the Traveler's Railway Guide. Write for particulars to 24 Park Place, N. Y. or 138 Adams St., Chicago.

## ADVERTISEMENT CONSTRUCTORS.

**100** GOOD ads for a grocery store \$1.00. BAIT PUB. CO., Toronto, Can.

**FRED** W. KENNEDY, 39th and Langley, Chicago, writes advertising your way—his way.

**SAM'L** RUDCOCK, Rockport, Ind. That Prolific Wright Writing Adv. Writer. Five stamps, 90c.

**I** WRITE ads that advertise. Let me prepare yours. H. E. REEVES, 2104 Spring Garden, Philadelphia.

**J** OHN E. CRAIG, promoter of judicious advertising of every kind, 902 Columbia Ave., Lancaster, Pa.

**S**PECIAL cuts and special writing for every retail business. Very low rates for 52. ART LEAGUE, New York.

**H** ENRY FERRIS, his [H] mark Advertising Writer and Adviser. Drexel Building, Philadelphia.

**P**RACTICAL common-sense, business-bringing advertisements written ESTELLE BLEYTHING, 22 Munn Ave., East Orange, N. J.

**B**OOKLETS CIRC. FOLLOW-UP LETTERS The Forts that Hit the Bull's eye. 417 W. 21st St., N. Y. City. JUSTINE STERNS.

**I**'M going to say continually, "Trade Paper Ads. Lumber Particularly." ARTHUR WELLINGTON ANDERSON, 10 Morton St., N. Y.

**S**HOE and Clothing Sales a Specialty—I aid you in planning them and supply advertising for these lines of business. L. M. WHITE, 345 Seymour Ave., Utica, N. Y.

**P**ERSUASIVE ads written in a trade compelling manner. I have ideas for nearly every line of business, and possess the knack which turns them to practical use. F. W. HOWELL, 153 Second St., Newark, N. J.

**C**OPY! Yes—good, forceful stuff that's bound to round up a profitable business for any advertiser who is willing to pay a fair price for brains, rather than so much per inch.

BOTTLEFUSON,  
Box 256,  
Winona, Minnesota.

**I** WOULDN'T give a snap for an artistic piece of advertising literature that is devoid of earnestness and forcible argument.

There are many good printers, but clever advertisers are not so plentiful. I believe my writing of your advertising will be profitable to both of us.

JAMES J. NORMILE, Station F, Boston, Mass.

MY work has pleased other people. It will please you. Plain business English, at plain prices. A sample ad for 50 cents. If you don't like it you can get your money back.  
JOHNSON, 45 Ky. Ave., Lexington, Ky.

MAIL-ORDER ADS.

FOLLOW-UP LITERATURE.

HUGH E. HARRIS, 413 Centre St., Chicago.  
(Associate Editor MAIL ORDER JOURNAL.)

I'M a specialist in clean advertising.  
If you launder—press—clean—dye—renovate—anything, remember the specialist.  
If you manufacture anything that cleans, or clean anything that is manufactured, remember the specialist.  
I'll give you clean advertising, too.  
Samples—testimonials—proof of ability.  
WILLARD BOTTOMS, St. Paul Bldg., New York.

MY ADVERTISING KNOWLEDGE is built upon a foundation of ten years' experience in editorial and reportorial work on leading metropolitan newspapers.

That happy faculty of concentrating facts and serving them properly to the reading public has become second nature to me.

That's the secret of good advertising.

J. JEROME NORDMAN,  
"Ads that Add—Written Right."  
706 Tradesmen's Building, Pittsburg, Pa.

PRINTING architect and adviser and helper in circular, booklet, catalogue and similar advertising. That's the sort of work I have been doing 16 years, and doing it so well that I have never wanted for a good job. I re-write, correct and plan matter intended for the printer; I also make estimates on what it should cost to have the work printed, furnish specifications, dummies, etc. I believe I can make your printing appropriation go farther than you ever thought possible. Tell me what you wish to accomplish, and I will render you the most valuable assistance you have ever had. I am not connected with any printing establishment and I do the work during spare hours. My charges are moderate. Write me.  
Lock Box 408, Batavia, N. Y.

THOUSANDS of business houses are sending out booklets, folders, blotters, mailing cards, follow up letters and other printed things that are anything but convincing and attractive.

For a dollar or so they could be revised, literally and typographically, so they would read better, look better and pay better.

This is an opportunity for firms who do not employ an ad specialist; for those who prefer to handle their own literature, and for those who are compelled by necessity to make every dollar they invest in advertising count.

Now, don't think I am offering something "cheap" because I say a dollar or so. I am a great stickler for getting good pay for good work; but it really doesn't take much time to rewrite a sentence or two and make a lay-out or dummy for your printer to follow. Besides, a two-dollar order as a starter may mean a big order later, when you see what I can do.

Send me your copy, or printer's proof, and I'll let you know the cost before going ahead. Or if you will trust me with the work, I'll take chances on satisfying you and getting my money.

LOUIS FINK, JR.,

Maker of

Profitable Business Literature,  
Fifth Street, above Chestnut,  
Philadelphia.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write (on letterhead) for free booklet, "How We Help Advertisers." No attention to postals. SNYDER & JOHNSON CO., Elmhurst Bldg., Chicago.

DON'T YOU! When I "send for circular," as requested, and receive a poor, "cheaply" gotten-up one, I instantly conclude that the thing itself must also be "cheap and nasty"—and whist! into my waste basket it goes. Now, it may easily be that the "thing" advertised was a really first class, but the "penny wisdom" of its maker overlooked the unappeasable hunger and overeating "near-by-ness," of that waste paper basket. I make lots of "advertising things" for the class that refuses to furnish mere "fodder" for that "W. P. B." You cannot prevent people from "taking your measure" with what you think "good enough" to send them. It's very costly to forget this—very costly indeed.  
No. 29. FRANCIS L. MAULE, 408 Sanson St., Philadelphia.

I HAVE written some good financial and business copy, in various lines, for large concerns in Chicago and other cities.

One of my last commissions was a series of nearly 50 advertisements, an entire aggressive campaign.

I do not write jingles nor clever, catchy stuff, so called.

I do pride myself on my English and my ability to state a business proposition in sane, hard-hitting, yet dignified fashion.

My training, newspaper and otherwise, enables me to handle subjects that demand study and brains, as well as common horse sense.

If you want to use me in your business, Address "CHICAGOAN," care Printers' Ink.

TO ADVERTISEMENT CONSTRUCTORS  
(Amateur and other).  
\$300 FOR THE BEST ADVERTISEMENT.  
\$100 FOR THE SECOND BEST.  
\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz. December 2, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tablets have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tablets, as a dyspepsia remedy, have been received at office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tablets have been purchased at drug stores in the United States in a single year.

Every drug store in America sells Ripans Tablets, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tablets. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way.

The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to  
CHAS. H. THAYER, PRESIDENT,  
THE RIPANS CHEMICAL COMPANY,  
No. 10 Spruce St., New York.

## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE FREE OF CHARGE  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The advertiser who happens to bear the name of an animal may, if he is not sensitive about it, use his namesake for advertising purposes with excellent results.

Here is an advertisement of S. Fox & Co., Ltd., in which a fox is introduced.

In the original advertisement, marked No. 1, he is somewhat disguised, but the intention to show him was good.

In No. 2 both the fox and the umbrella are better advertised, so far as display is concerned.

The fox idea was all right, but

association between the article advertised and the man who makes it.

The border of little umbrellas around the Fox ad No. 2 is not only appropriate, but attractive. This idea can be worked out in a variety of ways. It costs a little something, but is worth what it costs. Its usefulness is not limited to one advertisement, as it can be cut in sections and electrotyped and used whenever occasion requires. Many articles can be used for borders in this way with telling effect.

Speaking of borders is a reminder of the curious fact that six



No. 1

the manner in which he was used in ad No. 1 was all wrong.

The use of the animal in connection with the name of the advertiser, if worth doing at all, is worth doing well, and some advertisers do it very well indeed.

Among those which the writer remembers seeing are Wolf, Lyon, Lamb, Partridge. In some instances a picture of the animal or bird is used simply as a sort of trademark, and in others is put through a series of stunts to illustrate the main points of a series of advertisements. However used, it serves as a mark of identification and forms the connecting link of



No. 2

or seven years ago nearly every ad had a border, and now comparatively few do. At that time there was a perfect craze for borders. Typefounders worked overtime in evolving new ones, and printers were obliged to buy them by the ton. New ones came out every day or two, and the really up-to-date advertiser was supposed to use them as fast as they came out.

Most of them have disappeared entirely, and now we are rarely favored even with a glimpse of that sterling old favorite, the sensuous and snaky De Vinne border.

After the crop of new borders

began to thin out, there was a general run on rule borders, first with square corners and then with round, and nowadays the bulk of the advertisements, in newspapers particularly, have no borders at all.

One extreme is as bad as the other.

Borders are good things to use, but there is no sense in having every advertisement on a newspaper page boxed up in a border. When this is done all of the borders lose

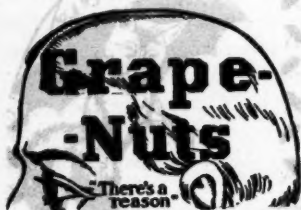
well if it were not for the black border which runs around and holds the type to the illustration. This is true because the illustration and the type are necessarily so dissimilar that they do not hang together at all without the help of the border.

On the other hand, take the Grape Nuts ad, also reproduced here. You will note that, while it is true that there is an illustration, it is separate and distinct from the text; yet there is no necessity for a border. If the text at the top of the ad were in a light face small type, the situation would be different, but the strength of the text and the fact that it is nearly as heavy as the illustration itself makes a good, strong advertisement, which would be made weaker by a heavy border.

Column rules make border enough for an advertisement of this kind.

Generally speaking, advertisements having no illustration and containing but little copy set strongly are injured rather than

## The Stuff that brains are made of—



their usefulness, and the appearance of the sheet is impaired. A few borders here and there help not only those which are bordered, but, by contrast, help those which are not.

The elimination of all borders tends to general weakness all around. At the same time judgment should be used in using them.

The Fox advertisement No. 1 needs a border to hold it together, which will be obvious to everybody.

The Fox advertisement No. 2 is helped by the little umbrellas, because they are appropriate, but if these were not used, the fox and the umbrella set up in one corner of the ad would have made a splendid illustration with no border at all.

As a further illustration, take the Oliver Typewriter advertisement shown here. This advertisement would not have looked so

helped by the use of borders. If you doubt this, look up a Macbeth ad in any magazine. Cut a black border from some other ad and place it around the Macbeth ad, and you will note that the general effect is not so good as it was before.

### A DISTINCT TYPE

The OLIVER has certain superior features and unique improvements exclusive to its own.

The  
**OLIVER**

Typewriter

The Standard YIELDING Writer.

Operates as smoothly as the delicate mechanism of a watch, durability unquestioned.

Works in a Whisper.

Art Catalogue Free.

The OLIVER  
TYPEWRITER CO

142 Walnut Avenue,  
CHICAGO.

REGIONAL POSSESSORS OFFICE:  
15 Queen Victoria Street  
London, England.

**Displayed Advertisements.**

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**1,500 Mail-Order Names**

Regular Buyers, \$2.50.

COMMERCIAL ADV. AGENCY, Hamilton, O.

**ADVERTISING MANAGER**

Business-getting advertiser, inventor of the unique and practical in ads, booklets, follow-ups, etc., wants better connection. Experience long, wide and deep. Address

**JUDICIOUS ADVERTISER,**  
22 School Street, Boston, Mass.

## Book of Bargains Just the Thing for You

Without doubt the most complete illustrated catalogue of everything made in up-to-date Watches, Optical Goods, Notions, Cutlery, Flat Ware, White Stones, Solid and Plated Jewelry, and the latest imported and domestic Novelties for Mail-order Concerns, Diamond Palaces, Pawn Brokers, Sale Stores, and Premium Houses. We will mail this BOOK FREE to any one proving himself a dealer. We will not allow this book to get into the consumers' hands. Write now for one.

**SINGER BROS.** 82 Bowery,  
New York.

**YOU SURELY CAN**

If you wish—reach 15,000 families in rural New England by placing your announcements in that oldest and most reliable of agricultural journals

**THE NEW ENGLAND FARMER**

For eighty-two years it has been the "bible" of the farmers in the six New England States. It has 15,000 circulation among the better class of agriculturalists. For sample copies, rate cards, or other information, address

**THE NEW ENGLAND FARMER,**

Brattleboro, Vt.

**IN WORCESTER, MASS.**

About twelve months ago the *Gazette* moved into its present building, leaving behind its entire old equipment. With a new Hoe Press, new Linotypes, new type and new outfit throughout, its mechanical department is distinctly up-to-date.

The *Evening Gazette* is rendering advertisers the most desirable sort of service. Its well organized carrier delivery—the largest in Worcester—gives its advertisers "home" circulation.

Within the *city limits* of Worcester, no paper can render advertisers as good service. This fact is recognized by Worcester's merchants.

The *Gazette* has the confidence and respect of its readers. Its influence with them is a factor in rendering its columns profitable to the advertiser.

*Gazette* advertising has the reputation of *bringing customers into the stores to buy goods.*

Put the *Gazette* on your list for Worcester. It will give you good results.

For WORCESTER

**The Gazette**

For "Home" Circulation

**The Gazette**

For Best Results in  
Proportion to Cost

**The Evening Gazette**



THE ENTERPRISE,  
L. M. TRUXAL, Prop.  
BELLE VERNON, PA.

*Sept 15* 1903

Dear Sir:

*Please send me by mail  
one dozen Teachers for Newspaper  
File We have never had such  
useful articles in our office as  
the file and feed gauge.*

*Yours truly,*

L. M. TRUXAL

JOB PRINTING A SPECIALTY.

Per

Send for Booklet of Best Paper File and Only Correct Job Press Feed Guide  
McGinty File and Feed Gauge Co., Doylestown, Pa.



## Normal Instructor and World's Events

Control the trade of

**200,000**

Of the Best Mail-Order  
Buyers in the World.

Your advertisement in these  
publications will bring you your  
share of this trade. Specimen  
copies and advertising rates sent  
on request.

F. A. OWEN PUBLISHING CO.,  
DANVILLE, N. Y.



## If You Consult Us

you will get a plain, sensible line of advice as to  
your advertising plans for this year.

It is not a part of our policy to frame up rainbow  
propositions that lead the advertiser to spend a  
great deal more money than he should in order to  
gain a little valuable but sad experience.

There are several reasons why we do not do this—  
we would be glad to explain them to you.

Our methods show you as you go along that you  
are increasing your business and getting your  
money back.

Tell us what you would like to do, and let us give  
you the framework of a campaign.

If you haven't already done so, send for our little  
book, "DO MORE AND MAKE MORE."

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Under the head of "The New Advertising" the Pittsburg Times is handing out some much-needed advice about retail advertising. It shows how much better the "new advertising" is by taking an example of the old business-card style of advertisement, rewriting it and reproducing the two side by side. Next to the actual preparation of copy for its advertisers, this is one of the most helpful things that a newspaper can do. It is mutually beneficial to the paper and its advertisers, and is decidedly inexpensive. But every paper of any size or importance should give its advertisers more material assistance by preparing, or helping to prepare, their copy. Such a service keeps the advertising columns fresh and interesting, and leads to their being more widely read, which means more business for the advertisers, and, eventually, more advertising for the paper in

increased space from old advertisers and new business that will be influenced by such increases. Two or three of the more enterprising trade papers are furnishing such a service absolutely free to their advertisers, with eminently satisfactory results all around, and I believe that the scheme has been found very profitable by the few daily papers that have conducted it along the right lines. There is no "daily" that cannot afford to devote some space in every issue to the subject of advertising, because it will awaken a new interest in its advertising pages, not only among its readers and present advertisers, but among possible advertisers as well. I reproduce below the second installment of the Pittsburg Times' little talks to advertisers, as a hint to other progressive publishers, and shall show others of the series in this department from time to time.

### "The New Advertising" SAMPLE No. 2.

You talk business to 65,000 families when you advertise in THE PITTSBURG TIMES. To this vast audience say something specific—and say it in the best way you know how. Don't deal in generalities. Suppose you run an art gallery and sell pictures for a living. Here are two contrasting announcements showing the commonplace way and the better way of telling your daily story.

*A Typical Display Ad.*

*This Will Sell Pictures.*

## DUQUESNE ART ROOMS

H. MERRIMAN, MANAGER

**New Pictures  
Received Daily**

Works of the Best  
American and Foreign  
Artists

VISITORS WELCOME

Ground Floor of

**MAJESTIC BUILDING**

Pittsburg, Pa.

**288 BROAD ST.**

## FOUR NEW PICTURES

### "The Wayside Altar"

An original Van Dyke: as full of touching religious feeling and enthusiasm as the far-famed "Holy Family," "The Madonna" and "The Crucifixion." On exhibition and on sale for one week only.

### "The Arrival of the Caravan"

By Pasini. A Turkish landscape with white marble palaces that gleam bathed in sunshine. The outlines of far off mosques and wandering caravans. In the foreground a cavalcade of splendid Arab horses, whose dusky turbaned riders proudly display their bales of Oriental goods. Price, \$350.

### "Heart of the Andes"

This etching is a masterpiece of rugged mountain scenery by a new artist (Saunders). Size, 36x54 inches. Sells for \$5.

### "The Black Cat"

A captivating poster for a den decoration. A charming study of feline pride and complacency. Everyone who dotes on cats will want it. Price 50c.

## DUQUESNE ART ROOMS

MAJESTIC BUILDING

**288 Broad St., Pittsburg**

H. MERRIMAN, Manager.

*A Good and Seasonable Ad.*

## Good Stoves, Low Prices.

If you know us at all, you know that we're very careful about the statements we make in our advertisements—that when we say "high quality" you'll find high quality here; and that when we print "low prices" in the paper there are real low prices in the store to justify it.

We say that ours are good stoves—high quality heaters—and that our prices are really low for the sorts of stoves we sell. We mean just that—no more, no less—and the more you look around among the stove stocks of this town, the more certain you'll be that what we claim is true.

New Coal Stoves at \$4.75, 5.00, 5.50, 6.00, 6.50, 7.50, 8.50, 9.00, 10.00, 12.00, 14.00, 16.50, 18.50, 20.00, 25.00, 28.00.

New Wood Stoves at \$5.50, 6.00, 7.00, 9.00, 12.00, 13.50.

Second-Hand Stoves at \$3.00, 6.00, 8.00, 10.00, 12.00, 15.00.

Your money back if you want it.

*Vose & Co. Have Done Some Excellent Advertising.*

## Your Hall

isn't complete without an Umbrella Stand.

We've some new ones in of various grades, but the one at \$3.85 is a big value.

German earthenware, new shape, full size, decoration of flower sprays and gilt.

P. H. VOSE & CO.,  
59 Main Street, Bangor.  
Walk In and Look Around.

*For a Liveryman.*

## Go Call a Coach,

and let a coach be called, and let the man who calleth be the caller; and in his calling let him nothing call, but coach! coach! coach! O, for a coach, ye gods!

—Henry Carey.

The modern way is so much easier, here—at Dann's—just a quiet order brings a coach—a neat, clean coach—and there's little to pay.

JOHN T. DANN,  
313 Main Street. Tel. 42.

*Nothing Lacking in This One but the Price Range.*

## Our Trousers

will suit you "down to the ground."

Custom tailor's cloths.

Custom tailor's style.

Custom tailor's fit.

Custom tailor's workmanship.

Less than custom tailor's prices.

WOODRUFF'S,  
opp. City Hall.

*Hamburg Steak.*

## Fry It, Broil It, or Bake It.

Prepared either way our Hamburg Steak is delicious and appetizing.

The increasing demand for it attests its goodness; it's sale on some days having reached a quarter of a ton.

Our regular price for Hamburg Steak is 12c. a lb.

That more may become acquainted with it, we will sell it on Saturday for 10c. a lb. or 3 lbs. for 25c.

*For an Optician.*

## The Boy that Failed

may be one that didn't deserve failure. It's unpleasant to speak of a bright boy's failure—and often he isn't to blame for it at all. School-teachers nearly everywhere notice boys that are bright in every other way except when it comes to certain examples. Then they seem dull and beyond their usual ability to understand and grasp. To how many teachers does it occur that such conditions are the result of defective vision—yes, to how many? I trust, with other scientific men, that the time may come when every child that is to enter school will have to pass an examination of his or her eyes, and not till such a time comes and examinations are made by competent opticians can it be a settled question whether or not a child enters intellectual life as well prepared as he should. Children's eyes examined any day.

GEORGE McL. PRESSON,  
Optician,  
15 and 17 Broadway, Farmington. Telephone 47-3.

## NOTES.

"THE Immediate Order" is a little memory-jogging booklet from Mallett & Wyckoff, the advertising Wall street brokers, New York.

MONTHLY circulation statements for the past year form the basis of an excellent booklet about the Detroit *Tribune* and *News-Tribune*.

NATHANIEL T. GREEN, commission broker, sends out a pithy folder whose text is indicated in the title—"Kansas City is a good place for business if it's pushed."

"UNIQUE Methods of a Great Nursery" is a booklet from Thomas Meehan & Sons, Philadelphia. It is devoted chiefly to outlining the "quality" policy of this firm.

A HANDSOME New Year greeting in the form of a booklet with a celluloid calendar attached was sent out by Geo. Borgfeldt & Co., china, toy and novelty importers, New York.

FROM Clarence E. Runey, advertising specialist, Cincinnati, comes a booklet describing his facilities for preparing and placing advertising, follow-up systems, outdoor work, and so forth.

THE *Mirror* is a four-page paper for distribution from house to house, devoted to Sholl's Infallible Pills, made by the Joseph Sholl Co., Burlington, Vt. It presents conventional proprietary arguments in a neat new dress.

"FACTS, Not Fancies," is a solid sort of booklet from the West Jersey Marl & Trans. Co., Woodbury, N. J., treating of its various fertilizers. Each kind of crop food is described and illustrated with half-tones.

IN what looks like a fac-simile of the Declaration of Independence about fifty Kansas City advertisers testify that they have severely tested the *Times*, of that city, and consider it a great advertising medium, and second only to the *Star*.

A CALENDAR distributed locally by the *Weekly Hustler*, Hatton, Wash., bears a little information about the town on its cover. Though only three years old Hatton has twenty-five business houses, a fine waterworks system and is situated in the heart of a wheat and fruit country. It needs a flour mill, jeweler, dentist, attorney and a shoemaker.

THE "Seaboard Florida Limited," the crack train running over the Pennsylvania, Seaboard Air Line and Florida East Coast roads, is described in a folder with heavily embossed cover, bearing the imprint of the Frank Presbrey Co., New York. A time card is also given, with an itinerary that touches upon the historic portions of the route.

TELEPHONES for interior communication are the subject of a booklet issued by the Automatic Direct-Line Telephone Company, San Francisco. The printing is abominable, the pictures more so, and the only real information given about such lines is printed in black ink on brown paper. Such a booklet should enter into cost of telephones first of all.

"COLUMBIA Town Carriages" is a booklet with illustrations of electric broughams, hansoms, landaus and victoria-phaetons, described in the chaste terms that appeal to the carriage trade. It is sent out by the Electric Vehicle Company, Hartford, Conn. Imprint of Calkins & Holden.

"THE Big Eight" is a booklet devoted to advertising rates and discounts of this group of magazines, which is composed of the *Century*, *McClure's*, *Scribner's*, *Leslie's Monthly*, *Harper's Monthly*, *Cosmopolitan*, *Munsey's* and *Review of Reviews*. A page in the whole eight, on yearly contract, costs \$2,243.50.

THE Winton Touring Car, 1904 model, is pictured in a tasteful booklet in which are recounted some of the things accomplished with this machine the past year. The final page shows a moonlight view of the Winton Motor Carriage Company's plant at Cleveland. Printing by Corday & Gross, that city.

"SPECULATION and Investment" is a conservative booklet on the subject of gold mining stocks, from the B. W. Carlow Co., Boston. Brief descriptions of stocks for sale by this firm are made secondary to interesting facts about fortunes that have been made from gold mines and the wisdom of rational speculative investment.

PLUMBERS who handle the fittings and fixtures of the Standard Sanitary Mfg. Co., Pittsburg, send to the company's office names and addresses of people in their localities who contemplate building homes. The company then mails to each a copy of its booklet, "Modern Bathrooms," with the compliments of the plumber.

THE Hotel Wellington, Seventh avenue and Fifty-sixth street, New York, sends to business men in other cities tasteful mailing cards calling attention to its advantages as a home for transients in the metropolis. Prices of rooms are given, with other direct information. The cards are of a handy size for preservation—an essential point in this case.

THE *Brooks Magazine News* is a monthly paper issued in the interests of a syndicate of 100 magazines circulated in connection with country weeklies in the West. The periodical fails to set forth the plan on which these magazines are circulated, however, and while general advertisers might be interested in the scheme they could gather little definite information. The syndicate is controlled by the Brooks Publishing Co., St. Louis.

"Moon's Handbook" is a guide to agents who take orders for tailored clothes for E. L. Moon, Columbus, Ohio. It not only gives clear, complete directions for measuring, but suggestions for conducting a business, satisfying cranky customers and dress hints generally. It contains everything an agent will need to know, conveniently arranged and handsomely printed. Mr. Moon also publishes a monthly paper called the *Sales-Agent* in the interests of his business.

## MY METHODS WORRY HIM!

Last week's advertisement told the story of the fellow who ordered his name scratched from my mail list as he did not indorse my methods. Through curiosity I wrote for his reasons and received the following reply:

January 27, 1904.

DEAR SIR:

In reply to your favor of the 26th asking why we object to your methods, will state that it is the cash in advance part. We do not think you pay cash in advance for all you buy. You propose cash in advance to some who are able to buy your entire establishment. You say cash in advance enables you to sell cheaper. We can buy our ink as cheap from others as we can from you and pay for the same after received. It is against all proper business rules—you ask something you do not do, and 99 out of a hundred do not do—pay cash in advance. All our ink is paid for within two or three days after same has been received. If you will get over your funny notions and do business as others do you will be more successful. To read your advertisements, etc., make you out as a crank, and guess you are,

Yours truly,

This publisher seems to worry over my method of doing business and accuses me of being a crank. He claims to be able to buy his news ink as low as I sold it, although I know for a fact that he is paying forty (40) per cent more. If he pays his bills so promptly, I fail to see why he objects to trusting me with the money in advance, especially when he saves two cents on every pound of news ink that he buys. Send for my price list and compare it with what you pay for inks on credit. When my goods are not found as represented, I offer no arguments. The money is refunded, along with the transportation charges. My suggestions for relieving troubles in the pressroom seem to please the printing fraternity. Copy of book sent on request.

ADDRESS

**PRINTERS INK JONSON,  
17 Spruce Street, New York.**

# THE WANT-AD MEDIUMS OF THE COUNTRY.

**PRINTERS' INK** has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only precious, but of a distinct profitability to an advertiser.

**Publications** entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

## DELAWARE.

**THE WILMINGTON SITUATION**—Wilmington is progressive—50,000 people are here every day trying to get the best offered by advertisers. Wilmington is a great producer, a steady buyer, a ready seller. \$10,000,000 wages are paid yearly—it comes back to the merchants. Wilmington depends on the **EVENING JOURNAL** for its broadest, brightest, most entertaining news presentations. The popular paper is the one for the advertisers—the **EVENING JOURNAL** is popular. It gets the results in Wilmington; it covers Delaware thoroughly. The **EVENING JOURNAL** is the one paper in Delaware you cannot afford to do without.

## DISTRICT OF COLUMBIA.

**THE Washington, D. C., EVENING STAR** (©) carries DOUBLE the number of Want Ads of any other paper in Washington, and more than all of the other papers combined.  
MAKE COMPARISON ANY DAY.

## GEORGIA.

**THE Augusta (Georgia) CHRONICLE** is the recognized and leading "Want" ad medium not only for Augusta, but for the eastern half of Georgia and the western half of South Carolina. Has twice as much business, local and foreign, in its classified columns as any other paper within a hundred miles. Sunday's paper has a colored supplement and carries a page of "Want" ads.

## INDIANA.

**THE Indianapolis News** in 1903 printed 125,894 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 294,123 separate and distinct paid Want advertisements.

## MARYLAND.

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**THE Brockton (Mass.) DAILY ENTERPRISE** carries more than a solid page of "Want" ads—50 words 5 days—5c.

## MINNESOTA.

**THE Minneapolis JOURNAL** carries more Want ads than any other daily paper in the Northwest. In 1903 the JOURNAL's Wants exceeded any other Minnesota daily by 55 per cent.

## NEW JERSEY.

**THE Elizabeth DAILY JOURNAL** carries more Want Ads than all the other English dailies published in Elizabeth combined.

## NEW YORK CITY.

**IN New York City** the **STAATS ZERTUNG** (©) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

## OHIO.

**THE Dayton, O., HERALD** has the call for classified advertisements in Dayton. It's the home paper and gives results.

**THE Toledo DAILY BLADE** is the recognized "Want" medium of Northwestern Ohio. Excepting one Cincinnati publication, it publishes more "want" advertisements than any other newspaper in Ohio.

## PENNSYLVANIA.

**PHILADELPHIA**—**THE EVENING BULLETIN**. If you have not received the right returns from your Want advertising in Philadelphia, try the **BULLETIN**. **BULLETIN** Want Ads pay, because in Philadelphia Nearly Everybody Reads the **BULLETIN**. The **BULLETIN** has by many thousands the largest city circulation of any Philadelphia newspaper, and goes daily into more Philadelphia homes than any other medium. The **BULLETIN** will not print in its classified columns advertisements that are misleading or of a doubtful nature; nor those that carry stamp or coin clauses; nor those that do not offer legitimate employment.

## RHODE ISLAND.

**A** GLANCE at the "Want" page of the Providence, R. I., **DAILY NEWS** will convince any reader that we stand second to none in Providence as a "Want" ad medium. We make a specialty of this business. One cent a word first time, ½ cent a word subsequent insertions.

## VIRGINIA.

**THE News LEADER**, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (37,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 35 words; no display.

## CANADA.

**THE Montreal DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.